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Contact

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Letter FROM the Chair



Norma Iris Rosado • Asociacion Unity • Santurce, Puerto Rico

"Yes, choosing to be in God's business is an easy road to take."

(Article in English and Spanish)

God's Business

Dear friends and colleagues,

My perception during the January meetings this year was that we had one of the most wonderful sharing and working times ever. It was my experience to license four candidates who came through the Field Licensing Program. One of the ideas or concepts I shared with them was about the "easy road" they had chosen and taken for their spiritual unfoldment. Though this might be true for them, it is also true for all of us who study, practice, and teach Truth principles.

You might be wondering, is this right? Are we on the easy road? Have we as ministers or licensed teachers taken the easy road? My answer to that question is "Yes, we all have taken the easy road." Why? Let me tell you why. We, as spiritual leaders have chosen to be in God's business. God is our boss. Now, have you realized what kind of Boss we have?

Our Boss has given us the freedom to think, feel, say, and do whatever we consider is necessary to accomplish our task. Our Boss has given us the authority to decide, under any circumstance, what are the things that may need to happen. Our Boss has empowered us with the tools and talents we need. Our Boss has given us the freedom and liberty to choose what our next step will be. Our Boss has given us the creativity to visualize, focus, and pursue new goals for our company. God has empowered us to do whatever we need or want to do even if it is in opposition to His rules and laws. Still He will be there to support us because He loves us with an everlasting love. His promise is, "I will always be there for you."

Now, you tell me, isn't this an easy road to take? Yes, choosing to be in God's business is an easy road to take because that we are not alone and will always be supported. Yes, this, our road, is an easy one. With God as our boss everything is possible. On the other hand, this road can also be the hardest one. Why and how? If we only forget one little thing and that is to trust our Boss. If we forget to put our hands in God's, if we choose not to

surround ourselves, if we decide to go apart from His Presence and put other things first. Our easy road becomes hard if we begin to do our "little personal thing" and forget about the Spirit within.

We, at the board level, have decided that we want to take the easy road with the service we offer to our Association. That is why we pray in order to make decisions that are inspired by love and wisdom and make us feel at peace with ourselves. In this, our easy road, new paradigm shifts are taken place as our Association prepares to welcome the new century. Changes are taken place. I am sure you are perceiving and, maybe, experiencing some of them.

To implement these changes in an orderly way some steps will be taken. One of these steps being the establishment of a transition task force. This transition task force has been commissioned to articulate what the paradigm shift for our Association will look like, focusing on what the end result will be. The team will also design the implementation process with timeliness and accountability measures. The team will collaborate with the board of trustees, committees, and staff in gathering information and building support for the process. They will provide timely information to the board, staff, and field ministries of their progress. A final report to the board and field during the June conference by the year 2000 will be submitted. A very careful consideration of the makeup of the team was given to insure a successful project. This means that that we looked at a variety of skills and expertise, current leadership positions, emerging leadership, size of ministry, location, visionary and status quo perspectives and/or thinkers, diversity, representation of various stakeholder groups, board, field ministers, licensed teachers, staff, congregants and lay people. They were taken into account as to the constituents of the team. The first meeting of the team was held on January 11 and 12. It seems that everyone is pleased with the overall outcome. You will be hearing about this in June.

In addition to this task force another one has been appointed. This one has to do with the licensed Unity teachers. Components to this will

See *LETTER* on page 13, col. 3

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CONTACT STAFF:

Editor-in-Chief - Glenn Mosley
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EDITORIAL PURPOSE: The Editorial Purpose of *CONTACT* is the purpose of the Association: the Association of Unity Churches is dedicated to supporting and strengthening its member ministries by providing human resources, administrative and education programs.

Deadlines: 1st of the month, two months prior to issue date.

PRESIDENT'S LETTER

Glenn R. Mosley • President & CEO



Transformation: an "inside" job

Easter is here; Spring is here; and the requests and "demands" of the year 2000 are also here. Personal, institutional, organizational, and global transformation are phrases so often used that they have almost become "background noise" to which we become accustomed, sometimes with little further notice.

Transformation needs to be all encompassing and yet not so complete that your dog doesn't recognize you when you get home. It simply means to change one's nature.

In religious-sounding terms, one who has been transformed may be "born again." Personally, I have been "born again" so many times my soul has stretch marks! True change is like the wind; it is invisible to the eye, but you can see its effects.

Real transformation is often introduced into our lives by shattering experiences; the death of a loved one, the death of a relationship, the loss of a job, a geographical move. These experiences are created by us consciously or unconsciously—often cleverly hiding from ourselves the fact that we are the creators.

These mind-boggling experiences are the first step to fruition. The plowing begins. The planting, cultivating, nurturing, and watering follow. Finally, the harvesting of rewards for the efforts. This is the transformation process that begins with a mind-boggling experience.

We encourage behaviors in ourselves and in others which we think may help to transform the world. Modern worldwide culture encourages expressions of anger, hostility, aggression, and even hatred. A majority of people can accommodate being "told off" at least as well as, if not better than, being told that they are loved!

We encourage the acquisition of knowledge as a way to transform the world. Knowledge alone is not enough for it is not wisdom. Wisdom is the application of knowledge, and recognizing that "I

know very little, that my mind needs to be open, and that wherever I am, I am just beginning."

A joyful countenance is a way to transform the world. But despair also can be a transformer. Wonder and confusion, hope and disillusionment, life and death; all are transformers.

Humankind is working toward a planetary consciousness; our minds both can and do affect matter. We are dealing with complementary medical modalities (often referred to as alternative medicines), a new biology, a new physics which attempt to "prove" much of spirituality as valid, and that in itself is a transformation.

We encourage the expression of love as a way to transform the world. It is important to love and to be loved. Yet the greatest love, the most profound transformation of the world, happens sequentially after the transformation of individuals known as all of us 5.8 billion human beings. As we progressively transform ourselves, our world will transform also.

Caring NOW! A Living Curriculum

Creation of our Living Curriculum is funded by your gifts to ***Caring NOW!***

A matching grant from

The Templeton Foundation will
double your dollars
through April 30, 1997.

All gifts make a difference in the future of our children, youth, and families.

Join us today through your financial support of this vital program.

Caring NOW! will continue to support Year of Family and other educational work with **A Living Curriculum** through the year 2000.

Thank you for your ongoing support.

"A majority of people can accommodate being 'told off' at least as well as, if not better than, being told that they are loved!"

"Plan now to participate in our first *Focus on Fund Raising* week at *Unity Village* May 18-23, 1997."



Shay St. John • Vice President of Development

DEVELOPMENT NEWS

The Golden Age of Planned Giving

The Golden Age of Planned Giving is upon us. Over \$10.4 trillion will flow through estates in the next 20 to 40 years. Twenty percent of that will be left to churches and other nonprofit organizations. It is not likely there will ever again be such a vast sum to pass from one generation to another in such a short period of time.

Churches, centers, and study groups in our Association are blessed with a unique heritage and a vital future. Our strength is to be found in our name: Unity.

We stand on the threshold of the millennium, members of one body, carrying forward work begun by Charles and Myrtle Fillmore over a century ago. Yes, *Unity is a link in the great educational movement inaugurated by Jesus Christ.*

It takes both human and financial resources to complete vital tasks that are Unity's to do.

To insure strong ministries teaching the principles of positive, practical Christianity, consideration of the value of planned giving is invited.

Prayerfully examine these effective ways you can make and invite a planned gift. Each carries unique benefits for both giver and receiver. Each contributes to your/our financial security today and/or endows the future of Unity and our Association.

The I.R.S. is continuously ruling on planned giving possibilities. These rulings often involve new, creative applications of "old" planned giving forms.

Stay current on evolving ways donors can insure the future of Unity, and send a representative to our first *Focus on Fund Raising Seminar* May 18-23, 1997, at Unity Village,

YOU make a difference in Unity's future by

creative planning now for wise use of tangible assets.

An Overview on Types of Planned Gifts

I. Bequests:

When your ministry receives bequests, consider placing them in an endowment fund. This insures future financial strength for fulfillment of your ever-expanding vision.

Principal in an endowment fund is not diminished. Only interest income is utilized for current programs.

By investing legacies in this way, you create a perpetual memorial for those who have blessed your work.

Three types of bequests may provide a legacy to Unity.

1. **Specific:** dollars, property, equipment, etc.
2. **Contingency:** something else must happen first.
3. **Residual:** everything left (or percentage of estate) after terms of will are fulfilled.

A will can also create a trust with specific terms set by the donor.

Seventy percent of people die without a will. Over 85 percent die without a current will.

Wills clinics provide a service to congregants and clarify options. Your people learn what to do and ask when creating a will. Important ideas, including consideration of a gift to Unity and/or other charitable organizations, can also be discussed.

See *PLANNED GIFTS* on page 13, col. 1



Your ideas in print!

One popular feature of the marketing workshops in the past year has been the sharing of ideas from ministries. We want to make this space in **Contact** a forum for sharing your marketing ideas. This can include promotional ideas, ideas for brochures or mailings, or certain target groups you have found responsive in your area. They can even be good ideas you have seen outside of Unity.

Just send us your idea (75 words or less), your name, church, location, and phone number. Indicate whether we can print your name with your idea, or let us know if you wish to remain anonymous. Either way, you'll be helping your colleagues throughout the movement.

New marketing tool does it all

Ever wonder how to create a print ad? How to design a brochure? How to plan a special event? Answers to these questions and more are available in one affordable reference tool called, **How Shall They Hear?** You'll find yourself referring to this easy-to-use manual time and again, finding just the information you want for your project. Written especially for religion communicators, you can order this book from your Association for \$12.95 plus shipping.

And while we're on the subject, remember that you can also call us for help with your marketing plans: (816) 524-7414, ext. 357.

Improve our products and services

We are looking for a few kind, opinionated ministers, licensed teachers, spiritual leaders or lay people (this could be you!) to provide input on our products. This requires no travel, no huge time commitment; only the willingness to serve as part of our Feedback Council for 6-12 months.

As we are working on various projects, we find we need input from you on how you view our prod-

ucts. During the designated time, we would call, fax, or mail you questions regarding these projects. All we ask is your response. Can you help?

Contact Melanie Pollard in Marketing if you want to be a part of this.

Top Ten ways to make your newsletter more reader-friendly:

10. Appeal to the age, interests, and reading habits of your congregation.
9. Write like you speak.
8. Use interesting or descriptive headlines. Pick up any *USA Today* for examples.
7. Less is more. Never use italics for more than ten consecutive words.
6. Tell stories on (I mean about) specific people. Instead of using narrative, i.e., "God waits to forgive us. He/She loves us no matter how far we fall." Jesus used actual stories as in the case of *The Prodigal Son*.
5. Promote your bookstore; it promotes you! Don't be afraid to make recommendations.
4. Be a copycat. Use others' ideas in your own words.
3. Keep on keepin' on! Ongoing columns should be in the same place, week-to-week.
2. Write shorter sentences and articles. "A newsletter should be long enough to say what you need to say and short enough to be read on the way to the wastebasket." - Mark Beach, author of numerous newsletter/design books
1. And the NUMBER ONE way to make your newsletter more reader-friendly is

USE WHITE SPACE

It's cleaner looking and easier to read.

"We want to make this space in 'Contact' a forum for sharing your marketing ideas. Just send us your idea. . ."



"Call for information about our 'Reaching Out—Using Media' workshop schedule or bringing this workshop to your area."

1997 Grants and Awards

In January each year, the Radio/Media Committee comes together at Unity Village for their annual meeting. One important part of this meeting is the selection process for the recipients of the Templeton Radio Grants and the Pathfinder Radio Grant. All of the applications are reviewed carefully and prayerfully by each member of the committee. This year four ministries applied for the one International Templeton Radio Grant, ten ministries applied for the five Templeton Radio Grants and fourteen ministries applied for the one Pathfinder Radio Grant.

It gives the Association of Unity Churches great pleasure on behalf of the John Templeton Foundation to award the following:

International Templeton Radio Grant

One ministry will receive the 1997 International Templeton Radio Grant in the amount of \$5,000.

Spiritual Unity of Russia - Moscow, Russia
Mikhail B. Zykov, Minister

Templeton Radio Grants

Five grants were given this year, four for 1997 and one grant that was not awarded in 1996. The ministries receiving a 1997 Templeton Radio Grant of \$5,000 are:

Christ Unity Church - Panama City, FL.
Jo Ann McClellan, Minister

Unity Center-Bakersfield - Bakersfield, CA.
Charles R. Cournyea, Minister

Christ Unity Church - Sacramento, CA.
Phillip and Dorothy Pierson, Ministers
Janet and Wayne Manning, Associate Ministers

Unity in Napa Valley - Napa, CA
Sonya Milton, Minister

Unity World Healing Center
Lake Oswego, OR

Victoria Etchemendy, Minister
with the support of these ministries:

Unity of Beaverton - Beaverton, OR
Ed Townley, Minister

Unity Church of Portland - Portland, OR
William Clark, Minister

Christ Light Unity - Gresham, Oregon
Kathy Long, Minister

Unity of Salem - Salem, OR
Georgia Richardson, Minister

Unity of Vancouver - Vancouver, WA
Bernadette Voorhees, Minister

Pathfinder Radio Grant

One Pathfinder Radio Grant was planned for 1997. Of the fourteen applications, two were outstanding, with excellent radio broadcast plans. The Radio/Media Committee elected to award grants to both. The two ministries receiving a 1997 Pathfinder Radio Grant of \$2,500 are:

Unity Christ Church of the Hills
Branson, MO

Michael J. Catalano, Minister

Unity Church in Albany - Albany, NY
Arthur Wells, Minister

Continued...

"Diversity"

Our new campaign "Diversity" honors all the families of the world. Imagine words of peace, love, and hope spoken by men and women in many different languages and dialects and mixed with Unity philosophy—this describes "Diversity." These 60 second spots for radio have room for your tag at the end. Order your ready-for-air reel-to-reel master directly from the Radio/Media Department (816-524-7414, ext. 343) or call for a sample cassette.

Voice of Unity Award

The 1997 Voice of Unity Award was determined by votes submitted by Unity ministers. This award will be presented during the June Conference to:

Howard Caesar, Minister
Unity Church of Christianity
Houston, TX

Lifetime Achievement Award

In 1996 the Radio/Media Committee created a Lifetime Achievement Award to be given when an individual has made a significant contribution to the Unity movement through a history of broadcasting excellence. The Lifetime Achievement Award will honor an individual who may not be currently involved in broadcasting, but has a history of broadcasting over an extended period of time. The 1997 Lifetime Achievement Award will go to:

Eric Butterworth, Minister
Unity Center of Practical Christianity,
New York, NY

Congratulations to each ministry and minister!

**One Spirit, One Soul,
One Family Conference News
June 10-14, 1997
Adams Mark Hotel
Kansas City, MO**

Join us on Wednesday, June 11 at 11:10 when Glenn Mosley will present and congratulate the 1997 Templeton Radio Grant and Pathfinder Radio Grant winners. New radio productions will be presented and sample cassettes will be distributed.

Plan to stop by our Radio/Media display and pick up your cassette of our latest productions, listen to our newest radio spots, and take home our newest brochures and handouts. Let's visit about what's happening in your ministry and how we can assist you.

Voices of Unity:

Write us about your broadcast outreach and we will add your ministry to the list.

Unity of Anchorage, Anchorage, AK:

- Radio KFQD 750 AM, KLEF 98.1 FM, KEAG 97.3 FM (rotating schedule of spots)

Unity/Palm Springs, Palm Springs, CA

- Radio KDES AM 920, 8:00 a.m. & 10:00 p.m., Sun. (30 minute program)

Christ Unity Church, Sacramento, CA:

- "The Best Is Yet To Be" (northern CA, southern NY, western NJ, and AZ)
- Sacramento: Cable Channel 13, Sun. 7:00 a.m.; Cable Channel 16, Sun. 9:00 a.m.
- Bay Area out of San Jose, channel 48 Sun. 9:00 a.m.
- Santa Rosa & Marin Cnty, channel 50 Sun. 8:30 a.m.
- Monterey Peninsula, cable channel 22 Sun. 9:00 a.m.
- Arizona (Sun. 9:00 a.m.): Prescott - channel 7; Mesa - channel 17; Lake Havasu City - channel 17; Yuma - channel 19; Bullhead City - channel 24; Flagstaff - channel 30; Casa Grande - channel 43; Kingman - channel 55; Phoenix and Lower Valley - channel 55.
- Southern NY & western NJ: Manhattan and environs - channel 31 Sun 8:30 a.m.

Unity Christ Ch, San Luis Obispo, CA:

- Radio KVEC 920AM, Tues. 1:00 p.m.

Unity Pyramid, Santa Maria, CA:

- Cable TV channels 21 and 22

The Transformative Ctr, Hollywd, FL

- Radio WTMJ Classical, Sun. 9:00 a.m. (30-minute program)

Unity of Sebring, Sebring, FL:

- Radio WCAL FM & WITS AM (six spots daily)

Unity of Hawaii, Honolulu, HI:

- Radio K108 1080 AM, Sun. 9:05 a.m.

Christ Universal Temple, Chicago, IL:

- TV Station 4

Unity Ch/North Shore, Evanston, IL:

- TV Cable Channel 2, Wed. & Fri. 11:30 a.m.; Sun. 2:00 p.m.

Unity Ch of Springfield, Springfield, IL:

- Radio WTAX AM 1240 (various times); TV Community Access Channel 4, Thursday 7:30 p.m.

Unity of Indianapolis, IN:

- TV Channels 99, 20 and 53, Sun 2:00 p.m.

Unity of Cedar Rapids, IA:

- Radio WMT 600 AM, Sun. 7:15 a.m. & 9:15 p.m.

Unity Ch/Christianity, Baton Rouge, LA:

- Radio River 96.1 (4 spots daily)

Detroit Unity Temple, Detroit, MI:

- Radio WQRS 105.1 FM, M-F 5:45 a.m., Sun. 9:30 p.m.

Unity Church of Muskegon, MI:

- Cable TV Channel 24

Church of Today, Warren, MI:

- TV Channel 50 (Detroit) 8:00 a.m.
- TV Channel 33 (Cadillac) 10:00 a.m.

Christ Ch of the Hills, Branson, MO:

- Local TV Channel 6

Northside Unity, St. Louis, MO:

- Radio WGNU 920, Sat. 3:45-4:00 PM

Unity Village Chapel, Unity Village, MO:

- Radio KCMO 810 AM, Sunday 6:00 a.m. (week delay broadcast)

Unity Church/Santa Fe, NM:

- Radio KVSF 1260 AM, Sun. 8:00 a.m.
- TV PEG Access Channel 6, Fri. 6:00 p.m. (Lessons from the *Quest*)

Unity Church of P.C., Buffalo, NY:

- Radio WECK 1230 AM, Sun. 7:45 a.m.

Unity Center of P.C., New York, NY:

- Radio WMXV 105.1 FM, Sunday 6:00 a.m.; Cable Ch-16, Monday 9:00 a.m.

Unity of Charlotte, NC:

- Cable Vision Channel 3 & Vision Cable Channel 10, 5:00 p.m., Sun.

Unity Christ Church, Wilmington, NC

- Radio WAAV 980 AM, Sun 10:00 p.m.

Unity Chapel of Light, Tallmadge, OH:

- Radio WAKR 1590 AM, 9:00 a.m. Sun.; TV Ch-29, Cable Ch-7, 7:00 p.m. Sun.

Unity Ch of Christianity, Tulsa, OK:

- Radio KBEZ 92.9 FM (one-minute spots three days a week)

Unity Church of Harrisburg, PA:

- Radio WMSS 91.1 FM, Sun 9:00 a.m.

Asociacion Unity, Santurce, PR:

- Radio WSJ 1560 AM, Sun. 8:00 a.m.

Unity of Knoxville, Knoxville, TN:

- WNOX 99.1 FM and WNDD 99.3 FM, Mon. 7:40 & 8:20 a.m.; Fri. 5:20 p.m.; and Sat. 12:00 midnight.

Unity Church of Austin, TX

- CableVision Chnl 11, Sun. 6:00 p.m.

Unity Ch of Christianity, Houston, TX:

- Radio KODA 99.1, Thur & Fri 7:00 a.m., Sat. & Sun. random

Ch of the Hill Country, Kerrville, TX:

- Radio KERV AM & KRVL FM

Unity Ch/Christianity, Nacogdoches, TX:

- Radio KFSA AM 860, Sun. 8:00 a.m.

Unity/NE Tarrant Cnty, Southlake, TX:

- Radio 97.9 FM, Mon-Fri 8:25 p.m., Sat & Sun 7:25 p.m.

"Many churches have found...focus groups an effective tool in strategic planning or exploring new program areas."



To the Minister and Board of Trustees:

CHURCH MANAGEMENT

Barbara O'Hearne • Church Management Consultant

Focus Groups

Over the past several years the use of focus groups has gained acceptance as an information gathering strategy in individual churches and by our Association. Focus groups have their roots in marketing research. Many churches have found using focus groups an effective tool in strategic planning or exploring new program areas. Perhaps these are more accurately described a modification of the focus group interviews.

The focus (sorry about that!) of this article is on the characteristics of a traditional focus group, the advantages and disadvantages of a focus group, the questioning route, and moderating a focus group.

The characteristics of a focus group help to define this particular qualitative research methodology.

1. It is a carefully planned discussion using relatively open-ended questions. The questions are designed to obtain perceptions on a specific area of interest in a nonthreatening environment. The topics of discussion are carefully predetermined and sequenced.
2. It is conducted with approximately seven to ten people responding to the discussion or to the same questions. It is important to have multiple respondents.
3. The participants are encouraged to share their ideas and perceptions with one another. The group members influence each other by responding to ideas and comments during the discussion.
4. A trained moderator always leads a focus group session. The focus group leader has multiple roles. She/he moderates, listens, observes and usually analyzes the information using an inductive process. The moderator is one of the most critical factors in determining the success and validity of a

focus group. Good moderators use predetermined, open-ended questions. While they may appear to be spontaneous, they are carefully considered.

5. The results of the focus group are useful, valid data that can be used in making decisions. Focus groups are not intended to come to consensus, arrive at an agreed upon plan, or make a decision about a course of action.

As in all research methods, there are advantages and disadvantages. Richard A. Krueger in his book, *Focus Groups: A Practical Guide for Applied Research*, speaks to both sides of the issue. His list of the advantages of focus groups include:

*It is socially oriented research—people are in real-life situations.

*The format allows the moderator to probe and explore unanticipated issues.

*The technique is easily understood, the results have high face value due to the believability of the comments of participants.

*People open up in focus groups and share insights that may not be available in an individual interview, questionnaire or other sources.

*It is considered to be low cost research.

*The results are achieved fairly quickly.

*You can increase the sample size without dramatic increase in the time required of the moderator.

The disadvantages or downside for focus groups include:

*The group has more control—they can influence one another, detour the discussion and raise irrelevant issues. The moderator has to keep the discussion focused.

*Data are more difficult to analyze. Comments are made in a social environment and must be interpreted in that context. The researcher/moderator needs to avoid lifting comments out of context

Continued...



Unity youth meet international ambassadors of world peace

by Melanie Pollard

Perhaps you've experienced going to a country where you didn't know the language or the currency, had no car, and had to rely solely on the humanity of others to get around.

"It is similar to what international Youth of Unity (YOU) delegates must feel when arriving

at the airport for conferences here," says Cherie Larkin, Teen and Young Adults Coordinator at the Association. Larkin, along with Kristin Hare, Kent Bernhard, and Gavin Tenold, recently experienced this feeling firsthand when they traveled to Costa Rica.

It all started with two donors who sent the international Youth of Unity officers to Costa Rica to plan the upcoming International Youth of Unity Conference and set up the Peace by Piece scholarship program as a co-op effort between the Association of Unity Churches, the Student Aid Foundation Enterprises, Inc., and the Pan American Educational Foundation.

This scholarship program sponsors applicants from international ministries to the Youth of Unity International Conference. Its founders believe that by bringing youth together and exposing them to various cultures; countries will eventually understand and esteem each other, thereby bringing about world peace.

The youth met with their Costa Rican peers and some incredible

A people without a vision will perish (the Bible). Today this applies to the entire humanity. National visions are no longer sufficient. . . . We need new ideas, new visions, new ideals, new miracles, essentially global ones.

—Robert Muller

visionaries. One such visionary was Dr. Robert Muller, former Assistant Secretary-General of the United Nations, author of the new book, *2000 Ideas for a Better World: My Countdown on Dreams on Mt. Rasur to the Year 2000 for Your Thoughts and Action*, and current Chancellor of the University for Peace in Costa Rica.

Dr. Muller discussed a global educational framework called World Core Education for Children which incorporates the four areas he calls harmonies: our planetary home and place in the universe, the family of humanity, our place in time, and the miracle of individual human life. It revolves around the idea of communities taking responsibility for their members through participation in such projects as a model

Continued. . .



International Youth of Unity Officers, top to bottom: Gavin Tenold, Kristen Hare, and Kent Bernhard.

United Nations or community services. Students work with other schools, local professionals, and business leaders in mentorship programs. World Core Education can be used in small or large schools, public or private schools, and institutions of higher education.

Unity youth were mesmerized by Dr. Muller's "dream bench." According to legend, you sit on this special bench, close your eyes, and hold a stone in each hand. Your life's vision will come to you. When you are through, you throw one stone down the side of the mountain top, and keep the other one as a reminder of your life's vision. When the YOU officers sat on the dream bench, their vision was to create a similar bench for Unity Village. Evidently, Dr. Muller's dream from September 15, 1994, was coming true. He wrote, "I dream that someday the Margarita and Robert Muller Peace Park with its benches of dreams on sacred Mt. Rasur, next to the University for Peace in demilitarized Costa Rica, will become a powerful beacon of peace and inspiration for the entire world."

Solving families' problems one house at a time

Anna Cecilia Chaves is another visionary who visited with the Youth of Unity officers. She is an architect solving developing countries' housing problems by building and designing durable housing from bamboo and stucco. In the 1991 earthquake in Lima, her 200 structures were the only houses to withstand the 6.7 on the Richter scale!

Costa Rican families apply to the government to see if they are financially eligible to receive one of these houses. Once accepted, families learn a trade as they help to dig the foundation, apply the stucco, and plant the required bamboo trees in their yard to help replenish the existing supply. Afterwards, they are paid to be part of a labor pool that builds more houses.

The project is environmentally sound, too! Leftover bamboo pieces are used to make furniture and an export product similar to coal. The houses take very little lumber—two million houses can be made from 15,000 hectares of bamboo, which will grow to full maturity within six years in any climate.

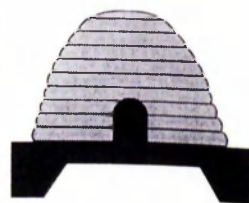
Not only has Costa Rica supported this project, but recently Holland awarded it a grant of six million dollars. So much for the prediction made by Anna Cecilia's college professor: he threw away her thesis on this type of housing, proclaiming it "ridiculous." She promised that he would one day see it come to fruition. Good for you, Anna!

Time for a new car?



**5% savings if we can meet
your local price quote**

For more information, call Ed Donnelly at the
Association of Unity Churches
(816) 524-7414, ext. 358



Bee Noteworthy

Be watching in your bookstore for *The Best of Love Notes*, a two-volume set of the first four programs available as cassette or CD's for your listening pleasure.

For those of you not familiar with this program, it is a quarterly music subscription featuring a cassette tape and sheet music of six new songs per quarter for your special music, congregational, and choir use.

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Shay St. John, Cherie Larkin

and sequence and come to premature conclusions.

*The trained moderator is essential, if not critical, to the process. Using open-ended questions and techniques like pauses and probes and knowing when and how to move into new topic areas requires expertise and experience.

*Moderators who have an opinion on the issue at hand can influence the results. Therefore the moderator must be neutral.

*Focus groups tend to take on unique characteristics and energy. Some can be quite lively while others are very dull. You need to have a sufficient number of focus groups to balance the difference in the energy.

*Getting people to "show up" is sometimes difficult; thus necessitating the use of incentives to get people to participate.

Another informative resource on focus groups is *The Practical Handbook and Guide to Focus Group Research* by Thomas L. Greenbaum. He presents a different viewpoint of the cost of focus groups, the use of the data in making strategic decision and using focus groups with children.

The Questions

The questions—called the questioning route—consists of five or six predetermined open-ended questions (Krueger). Asking questions is an art. When formulating questions here are some ideas to keep in mind.

*Use open-ended questions because they reveal what is on the participant's mind. For example:

What do you like most about our ministry?

*Avoid using dichotomous questions. They do not work well in group discussion and tend to elicit ambiguous responses. For example, questions that can be answered with a "yes" or "no" such as:

Do you feel spiritually fed on Sunday?

*Avoid all "why" questions as they often set up defensive barriers and participants may take a position they believe to be more socially acceptable when discussing controversial issues.

Why do you come to this Unity church?

The responses can be viewed on two levels.

Because my children like the Sunday school.
(an influence answer)

Because I wanted to hear the minister's lesson. (an attribute answer)

Arrange the questions in a logical order for the participants going from general to specific is highly recommended.

For those of you who have used focus groups, you know preparing the questions takes time and careful consideration. Brainstorming a series of questions, knowing what you will do with the responses to each question, drafting and field testing the questions, and arriving at a decision on the questions to be used can take several days and/or weeks. Best practices indicate allowing for planning time.

The Moderator

Since the success of a focus group is largely dependent on the moderator, we will now look at some of the personal characteristics and attributes of successful moderators.

*An understanding, knowledge, and experience in group process. Knowing how to deal with different types of groups, how to bring them back to the question, dealing with "know-it-alls" and hostile individuals, etc.

*The ability to exercise mild, unobtrusive control over the group is important.

*Paying close attention to timing, knowing when to wrap up the question and moving on to the next question.

*Being a good listener, able to establish rapport with the participants and gain their confidence is required of a moderator. A good moderator is viewed as "friendly" and genuinely interested in people.

*A good moderator needs to be a quick learner and incorporate new thinking and vocabulary.

*The moderator needs to communicate clearly and precisely verbally and in writing.

*A "big picture" thinker focusing on the important observations from a group

session as opposed to less important input. At the end of a session she/he should be able to pull together and communicate the "big pictures" issues generated in the focus group.

*Appropriate dress has an effect on the success of the focus group. Two important points worth of addressing are: the moderator needs to dress in a way that is appropriate for the participants in the session. The attire conveys a message that he or she is an authority figure.

*A good sense of humor is a valuable asset, if not a necessity. Use it wisely and appropriately, avoid canned jokes.

*A good moderator practices the art of being silent and not expressing personal points of view.

*Memorizing the questions, as opposed to reading them is considered an important skill.

*Focus groups can be fatiguing. It is a good idea to limit the number to two per day. Be rested and mentally prepared to do them.

I hope this brief introduction to the focus group process will stimulate your interest in learning more about the topic. While it may appear to be a simple process on the surface, it is a complex and useful way to gather perceptions. Moderating a focus group requires understanding and skill—it is not for everyone.

I would encourage you to read the two books mentioned in this article as they came highly recommended to me from professional colleagues in my community. There are many others in local libraries and bookstores.

Having had the opportunity to conduct many focus groups over the past several years, I believe in them.

I would be happy to answer any questions or talk with you about using focus groups in your ministry. I can be reached by

Telephone: 816-531-3353

Fax: 816-753-8200

Mail: Oak Hall #1212

4550 Warwick Blvd

Kansas City, MO 64111

E-mail: ohearne@qni.com

I look forward to hearing from you.

The bond that
links your true
family is not
one of blood,
but of respect
and joy in each
other's life.

-Richard Bach



CONFERENCE/CONVENTION

Debbie Ratliff Ball • Conference/Convention Coordinator

Celebrate with your Unity family at the Association of Unity Churches Conference June 10-14, 1997

Theme:

One Spirit, One Soul, One Family



**Gala Opening Concert
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Keynote Speakers:

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- Over 35 enlightening workshops
for a variety of interests
- Special meal functions and elegant banquet
- Caring and fun program
for children and infants



Conference Fees (including banquet):

Adults: \$170 by April 15; \$190 by June 10

Children: \$85 for 1st child;
\$50 for additional children

Infants: \$85 for infants

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The Adam's Mark Hotel
9103 E. 39th, Kansas City, MO 64133
1-800-444-2326 or 1-816-737-0200

Rates: \$77 per night -
single, double, triple, quad

Questions?

Call Debbie or Marsha at
(816) 524-7414, ext 329 or 330



Conference Infant and Children Program

Q: Wondering what your children will be doing while you attend a great conference?

A: Having a great Unity family experience of their own!



Infants through age 4 will have their own special suite complete with cribs, rest rooms, sink facilities, and large open play area, staffed by caring, loving individuals. They will be involved in lots of age-appropriate activities: storytelling, creative movement, singing songs, puppetry, hands-on projects, and play.

For children ages 5-12, there is also an abundance of activities planned: special keynote & workshop guests who will offer music, storytelling and games workshops; imagination-stretching peace projects, art adventures, fun films, a day-long field trip, and their own banquet, to mention a few. Older children are invited to be "family helpers" and assist the younger children, or participate in the adult programs. Each child registered will receive their own conference schedule in advance so that they can eagerly anticipate the many activities planned for them.

**We look forward to meeting
and interacting with these
joyful young members of
our global human family!**

- ❑ Awakening Your Spirit and Your Soul
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Music News...

Love Notes & New Hymnal

"Be watching for 'The Best of Love Notes,' It will include the first four programs in a 2-volume set, offered as cassettes or CD's."

Music Committee News

The Music Committee met in January and made the following recommendations:

- 24 music selections for *Love Notes* for the coming year
- Expand committee to include representatives from each region
- Research the feasibility of putting a *Love Notes* Audio Sampler on Association website homepage.
- Develop with Marketing Department a plan to promote the *Love Notes* program by regional marketing strategies to be carried out by Music Committee members
- Research the feasibility of Midi File Interfacing

The 24 new music selections for *Love Notes* are:

PROGRAM 9 (available June, 1997)

Center of the World by Robert Cassard
Praise the Creator by Noah Karrasch
An Ordinary Miracle by Melissa Lewis
In the Company of Angels by Eileen Douglas
You Are Not Alone by Jana Stanfield
Don't Put Your Limits On My God
 by Lucille Olson

PROGRAM 10 (available September, 1997)

Who Is This Man? by David Higginbotham
The Butterfly Song by Jana Stanfield
Unfinished Business by Nancy Abercrombie
Call it Love by Nancy Abercrombie
Love One Another by Lucille Olson
I Give You Peace by Dan Holley

PROGRAM 11 (available December, 1997)

You Don't Have to Worry by Melissa Lewis
Pass It On by Thomas Sayers
Together in Unity by Dan Holley
The Lord's Psalm by Cathy Bolton
Choose by Carmen Mosier
My Name Is I Am by Noah Karrasch

PROGRAM 12 (available March, 1998)

Dance With the Creator by Nancy Abercrombie
Your Neighbor by Richard Mekdeci
Your Gifts of God by Leona Evans

What Goes Up by Michael Robinson

Meditation by Cathy Bolton

Heal Me Home by Holly Sylvester

Also, be watching for *The Best of Love Notes*, to be offered in Unity, New Thought, and other like-minded bookstores. It will include the first four programs in a two-volume set, offered as cassettes or CD's.

Hymnal 2000 Task Force News

Songwriters

Immortalize Your Songs!

We welcome you to be involved in the creation of a new collection of congregational songs and music for use in Unity, New Thought, and other like-minded churches around the world. A Task Force commissioned by the Association of Unity Churches and Unity School of Christianity is accepting submissions NOW for this exciting new songbook. (*Wings of Song*, the current hymnal, will still be available). The goal is to have this new collection published and available at the Unity convention in June 2000, being held in Hawaii.

We are seeking songs:

- That have an inspirational spiritual message
- That use gender inclusive and contemporary language whenever possible; presenting God in a diversely acceptable way
- Whose message is in harmony with Unity teachings
- That are easily sung by groups or congregations
- That can be used creatively and in a spiritual setting

Entries must be postmarked by June 1, 1997, and include a lead sheet or song sheet including chords. Tapes will not be accepted. A onetime honorarium will be awarded upon selection. Final selection decisions will be made by January, 1998.

Submissions may be sent to: Eileen Douglas, Association of Unity Churches, P.O. Box 610, Lee's Summit, MO 64063. If you have any questions, please call 816-524-7414, ext. 577 or e-mail Marsha at ssa@unity.org for information.

Please join us in this creative process!

Planned Gifts

Cont'd from page 4

II. Life Insurance:

Two kinds of insurance may be donated to Unity.

1. Paid up policies no longer needed for college, etc. Donor gets immediate tax deduction.
2. A new policy which names church as beneficiary. Donor "donates" premiums to church. Church pays policy as future investment.

Be cautious of insurance salespeople whose primary goal is sales.

III. Trusts:

There are two major types with several variations on how they are created.

1. Charitable Remainder:

Annuity Trust: donor gets fixed income for life (aka CRAT)

Unitrust: donor gets a percentage of trust's value as life income (aka: CRUT)

2. Charitable Lead Trust.

Usually for ten years or more. Church has use of either:

- a. percentage of trust or
- b. interest earned by trust for this time period.

Major donor benefits:

- a. Assets may be transferred to second generation heirs.
- b. Income tax liability may be transferred to years in which income will be less and taxes lower.

IV. Life Estate:

Residence gift, but donor continues to live in it for his or her lifetime.

V. Pooled Income:

Like a mutual fund. Donor owns "units" and receives lifetime income. Works well for smaller gifts and younger donors.

In life income Planned Giving options, the donor may name a beneficiary other than self, such as a parent or child with physical challenges. This can provide secured income for loved ones.

Donor may also name self and/or spouse as life income recipients.

When appreciated assets, such as stock that has grown in value, are used to fund a Planned Gift, capital gains taxes are usually waived.

A tax deduction in the tax year the trust is established is allowed, based on IRS tables determining a probable "remainder" value.

For more details on how each of these planned giving options can endow the future of our Unity movement, order our Planned Giving packet from the Development Office and contact your own financial advisor.

***A Planned Gift today
moves mountains and
makes miracles
happen tomorrow!***

An Invitation to Present Graduation Bibles

Ministers and individuals are invited to participate in the Graduation Bible Project, which has proved to be meaningful to the ministerial graduates. This project gives you the opportunity to present a deluxe edition of a large print Bible.

There will be 26 graduates receiving Bibles this year. If you would like to participate, please send \$45.00 made payable to the Ministerial Education Program, and note that it is for a graduation Bible. Address the envelope to: **Toni Boehm, c/oUSRS-MEP, 1901 NW Blue Parkway, Unity Village, MO 64065-0001.** This check should be **sent by May 1, 1997.**

The inscription in the front of the Bible will state that it is presented by you and your ministry. If you would like the Bible to go to a particular graduate, please write the information on your check or in a note.

Letter

Cont'd from page 2

also include a variety of stakeholders, as to licensed teachers, ministers who have been licensed teachers before, ministers who have not been licensed teachers, minister who were licensed and ordained by exceptions but were not necessarily licensed teachers before, staff and board members. Their primary commission will be in alignment as to the various ways we can enhance the role of licensed teachers in our movement, as well as the communication with senior ministers, postgraduate courses, and some other areas.

One other task force to explore the possibilities of the lay people representation is also on its way. Focus groups will be created in regional conferences to gather information about this.

Changes to bylaws, code of ethics, and new procedures affecting not in good standing policies will be mailed to you prior to the June conference. Please read the material and be prepared for a vote as you are planning to attend this conference. Remember, the conference is the time and place we all have to deal with our concerns, feelings, agreements, and disagreements. It is also the opportunity we have to share and support one another. I hope that you all will be here. This is our Association and we all have the ownership of it. I look forward to seeing you in June.

On behalf of our board of trustees, thank you to all chairs, committee members, and staff for helping us have such a wonderful time as we accomplished our task of service. Thank you board members. We are all wonderful. We are One Spirit, One Soul, One Family.

In love,

Norma

Queridos amigos,

Es mi sentir, que las reuniones de comités, en enero pasado, fueron unas de las más maravillosas en los últimos años. Durante ellas tuve la oportunidad de licenciar cuatro personas que habían estado en el programa de licencias de campo

See Letter on page 23



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Supporting Members and Contributing Friends Recognition

Thank You !

Donors make the work of our Association possible. Our Board of Trustees created this as one of several ways to acknowledge each of you who put financial feet on our ever-expanding vision. Whether you give to our General Fund, which supports our day-to-day operations, or to a designated Development Fund, which supports creation of our Living Curriculum, STARlight, future building needs, and other special projects, your support is gratefully acknowledged and recognized. Every ministry, every Contributing Friend, at every level of support makes a real difference in the services we provide. You are part of our ongoing prayer circle of love. We invite you to join your prayers with ours as we say a special THANK YOU to all these individuals and ministries.

(Any omissions due to our press date will be included in the next CONTACT. This list reflects total gifts received from January 1, 1996, to December 31, 1996.)

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Looking for songs with an inspirational spiritual message?

Know of a songwriter interested in publishing their songs?

All songwriters are invited to be a part of a new songbook for churches. To submit songs for this project, please follow the guidelines given here. Entries must be postmarked by June 1, 1997. Music must be sent in lead sheet or song sheet form only, including chords (no tapes).

We are looking for songs:

- That have an inspirational spiritual message
- That use gender inclusive and contemporary language
- That present God in a diversely acceptable way
- That are easily sung by groups or congregations
- That have a distinct melody or rhythm
- That can be used creatively and in a spiritual setting
- Whose message is in harmony with Unity's teachings:
 - 1) There is only One Presence and One Power active in the universe: God the Good, Omnipotent.
 - 2) This God Presence is in all people, thus there is a Divinity in all humankind.
 - 3) The Law of Mind Action—thoughts held in mind produce their kind.
 - 4) The Power of Positive Prayer
 - 5) Living the above truths

Submissions should be sent to: Eileen Douglas, c/o Association of Unity Churches, P.O. Box 610, Lee's Summit, MO 64063. For questions please call Eileen at 816-524-7414, ext. 577, or email Marsha Penrose at ssa@unity.org for information.

A onetime honorarium will be awarded upon selection. Final selection decisions will be made January, 1998. We look forward to sharing in this creative endeavor with you!

Funny Church Bulletins

- 1 The Odor of Worship is as follows:
- 2 Next Sunday a special collection will be taken to defray the cost of the new carpet. All those wishing to do something on the new carpet will come forward and do so.
- 3 The ladies of the church have cast off clothing of every kind. They can be seen in the church basement Saturday.
- 4 Easter breakfast planned: No resurrection necessary.
- 5 The rosebud on the altar this morning is to announce the birth of David Alan Belzer the son of Rev. and Mrs. Julius Belzer.

Caring NOW!

Double Blessings!

Let's double our blessings.

How? A matching funds gift from
The Templeton Foundation to
Caring NOW! - A Living Curriculum

When? By April 30, 1997

What we have: \$107,450

What we need: \$42,000

Our goal is to have \$150,000 by April 30th in order to receive the matching funds from the Templeton Foundation. We can do it with your help—we can double the blessings for our children and families by Caring NOW! Double blessings for ourselves as well.



Focus on Fund Raising Seminar

Our first Focus on Fund Raising Seminar is scheduled for May 18-23, 1997, at Unity Village. Come join us for information on annual and general funds, tithing, special events, and more.

Experience a hands-on silent auction complete with prizes and refreshments. Dress from your favorite era for the "Somewhere in Time" banquet. Dr. Lee Bolman, author of *Leading with Soul* will be the keynote speaker.

Registration is \$150. Ministries sending four or more attendees get one free registration. For questions, call C.J. at 816-524-7414, ext. 354.

One Spirit, One Soul, One Family is theme for Conference

Stay in a luxury hotel. Swim in the pool. Dine in quality restaurants. Play "Shop Til You Drop." Visit with other Unity people. Listen to music. Eavesdrop on inspirational speakers. Attend interesting workshops. Heck, attend a Royal's baseball game!

Find out more about today's families of churches, community, friends, and kin. Learn to become *One Spirit, One Soul, One Family* at the Association of Unity Churches' annual conference, June 10-14th, 1997 at the Adams Mark Hotel in Kansas City, Missouri.

A Sampling of Workshop Titles

- Telling the Stories of Your Life Using American Family Folklore
- The Sacred Circle of Community
- The Many Faces of Family



Presenters are:

- **Michael Beckwith**, founder of a growing multi-cultural spiritual community.
- **Cheewa James**, member of the Modoc Tribe of Oklahoma.
- **Joan Gattuso**, minister of Unity of Greater Cleveland, Ohio.
- **Brian Biro**, author of the best-seller, *Beyond Success*.



For a registration form, contact Marsha Penrose at 816-524-7414, ext. 330; or e-mail her at ssa@unity.org.



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Audrey Madison
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Donald O'Connor
Barbara V. O'Hearne
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Ruth Raun
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O. James Remington
Carmen Rich
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Saul Shaye
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Mary Smith
Nancy & David Smith
Pam Smith
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Barbara Sobalvarro
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Joanne Stanley
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John Strickland
Dee E. Suddarth
Constance M. Thibault
Will Tuttle
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Eva M. Wolff
Carol Jean Wright

Philanthropy is the mystical mingling of a joyful giver, an artful asker, and a grateful recipient.

-Doug Lawson

Thank you for being the generous givers who make our Association's work possible and our emerging dreams a reality.

Association of Unity Churches: Financial Statement



As of November 30, 1996:
General Fund:

| | November | Year to Date Actual |
|--|----------------------|------------------------|
| REVENUES | | |
| Love Offerings | \$62,232.00 | \$166,177.00 |
| Other Income | 2,640.00 | 3,929.00 |
| Gross Profit from Sales | 4,131.00 | 15,391.00 |
| Total Revenue | 69,003.00 | 185,497.00 |
| EXPENDITURE | (82,930.00) | (170,938.00) |
| INCREASE (DECREASE) FROM OPERATION | (13,927.00) | 14,559.00 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: To Expansion (Tithing) | (6,101.00) | (16,389.00) |
| Less: To Development (Contributing Friends) | (756.00) | (1,218.00) |
| Add: From Development (STARlight) | 3,273.00 | 5,331.00 |
| Total Transfer | (3,584.00) | (12,276.00) |
| NET INCREASE (DECREASE) OF NET ASSETS | \$(17,511.00) | \$2,283.00 |

Unity School Contribution: **November 1996:** \$12,495.83 **Year to Date:** \$12,495.83

This is a nonledger item income, representing publication, supplies discounts, etc.

Development Fund (/STARlight/Living Curriculum/Contributing Friends):

| | August (Actual) | Year to Date (Actual) |
|---|-----------------------|--------------------------|
| REVENUES | | |
| Love Offerings—Living Curriculum | \$ 9,873.00 | \$ 23,172.00 |
| Love Offerings—STARlight | 2,182.00 | 6,298.00 |
| Grant Income—Templeton | 0.00 | 20,000.00 |
| Others | 482.00 | 5,244.00 |
| Total Revenue | \$ 12,537.00 | \$ 54,714.00 |
| EXPENDITURE | (11,473.00) | (24,196.00) |
| INCREASE (DECREASE) FROM OPERATION | \$1,064.00 | \$30,518.00 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: Transfer To Other Funds | | |
| To Curriculum Fund (Restricted) | (7,405.00) | (17,379.00) |
| To Int'l Ministry (Restricted) | (1,636.00) | (2,665.00) |
| To General Fund (STARlight) | (3,273.00) | (5,331.00) |
| To Legacy Fund (Restricted) | 0.00 | (2,033.00) |
| To Building Operation Fund | (137.00) | (634.00) |
| To Building Fund (Restricted) | (137.00) | (634.00) |
| Total Transfer Out | (12,588.00) | (28,676.00) |
| Add: From Contributing Friends (General Fund) | 756.00 | 1,218.00 |
| Total Transfer | \$ 11,832.00 | \$ (27,458.00) |
| NET INCREASE (DECREASE) OF NET ASSETS: | \$ (10,768.00) | \$ 3,060.00 |

**"Thank you
for your contri-
bution. We see
the door opening
for limitless
outpouring of
the abundance of
Spirit into your
life and into
your ministry."**

"It is with joy and a deep sense of accomplishment that I announce the new requirements for licensing as a licensed Unity teacher."



EDUCATION NEWS

Martha Mosley • Vice President of Education

YEA!! It is finished—well, at least for the moment. It is with joy and a deep sense of accomplishment that I announce the new requirements for licensing as a licensed Unity teacher are complete. These requirements were developed in cooperation with Unity School of Christianity and with the input of individuals specializing in the various focus areas. Special thanks to the Reverend Mick Dustin who laid the ground work for this program, and to the Reverends Carol Nash, Harriet Fudge, Robert Brumet, Adrienne Dorfman, Tom Thorpe, Toni Boehm, Joann Landreth, and Carl Osier for their support and participation as well as the Association's Board of Trustees for its input, refinement, and approval.

Requirements for Licensing

- I. Complete the Personal Development CEP course work at Unity School for Religious Studies.
- II. Work one year as a volunteer in a Unity ministry.
- III. Meet with your minister to discuss your interest in the Leadership Program. Following this, send a letter indicating your interest and requesting an application for the Leadership Program to the Licensed Teacher Coordinator of the Association.
 - A. Indicate the Focus Area in which you are interested:
 1. Licensed Unity Teacher Specializing in Adult Education
 2. Licensed Unity Teacher Specializing in Youth Education
 3. Licensed Unity Teacher Specializing in Pastoral Care
 4. Licensed Unity Teacher Specializing in Administration

B. A packet of information will be mailed to you containing an application, and practicum and Skills Demonstration Seminar requirements.

- IV. Write a letter, co-signed by your minister, indicating your interest and your minister's awareness and support of your interest in the Leadership Program. Forward the letter to the Licensed Teacher Coordinator at the Association office.
- V. Submit the focus area application, learning agreement, and the questionnaire (forms are included in the packet).
- VI. Complete Leadership Development CEP course work at USRS.
- VII. Complete the practicum requirements as designed by your minister and you in the learning agreement. All candidates will prepare lesson plans for three Unity classes (including handouts), review the lesson plans with the minister, and receive his or her approval to teach the classes. The three lesson plans are then to be presented as classes in the church (30 hours).
- VIII. Take and pass a general written examination given by the Association's education staff.

Continued...

IX. Send Skills Demonstration Seminar application (included in the packet) to the Licensed Teacher Coordinator.

X. Ask your minister to send a confidential evaluation form (included in the packet) to the Licensed Teacher Coordinator.

XI. Successfully complete a Skills Demonstration Seminar.

XII. Be recommended for licensing to and approved by the Board of Trustees of the Association of Unity Churches.

In addition to the general requirements, each focus area has a practicum designed to help prepare the individual with skills unique to that specialty. Information about these requirements is available from the education department.

To highlight one area, the requirements for **Licensed Teacher Specializing in Pastoral Care** (formerly listed as Licensed Unity Chaplain) are as follows:

1. Attend at least one of the following:
Association of Unity Churches
national conference
regional Unity conference
regional Unity lay persons' retreat
2. Complete at least one unit of Clinical Pastoral Orientation (CPO) at a hospital in your area or its equivalency. (Certificate or letter of satisfactory completion is required).

3. Reading List: Read three books and attend three training/seminars focused on pastoral care (discuss with minister) and be prepared to discuss the material during the SDS week.

Examples:

- hospital chaplaincy
- domestic violence
- hospice
- prison chaplaincy

- crisis intervention
- bereavement
- family crisis
- AIDS
- other relevant and approved seminars

4. Volunteering (minimum of six months in addition to the general requirement of one year):
 - establish or work with a grief/loss support group
 - establish or work with a prayer support group
 - present one or more workshops in the general area of pastoral care as approved by the minister
5. Participate in your own ongoing program of self healing (e.g. active involvement in psychotherapy, 12-step group, support group, spiritual counseling with your minister, or holistic healing work as approved by your minister, etc.)

Your minister's recommendation must include:

1. Your ability to relate to individuals and involve them in their own healing.
2. Your ability to demonstrate character and adherence to the **Licensed Unity Teacher Code of Ethics** in keeping with the role of a licensed Unity teacher.
3. Your ability to function in the role of licensed Unity teacher with emotional maturity, integrity, a spirit of cooperation, and the ability to integrate theory and practice.
4. Your perceived knowledge of the structure, resources, and purpose.
NOTE: Minister mails this letter to the Licensed Teacher Coordinator.

Meet Your Association Staff. . .



In August we were pleased to welcome **Juli Ann Boehm** to our staff as Coordinator of Children's Ministry. She comes to us as a licensed Unity teacher from

Unity Church of Overland Park in Overland Park, Kansas, and has a wealth of experience both in public and private schools as a Montessori educator. Her introduction to Unity and teaching career began at Unity Village's Wee Wisdom Montessori School with Elizabeth Caspari in 1966. She is a Certified Spiritual Educator and has been active in Unity children's programs at Unity Village Chapel; Unity on the Plaza, Kansas City, Missouri; and Unity Church of Overland Park. We see her dedication to a life of love and service to children blessing us and the children of our world!

Meet **Harriet Jones**, our new Education Program Assistant. Her many duties will include handling requests for loans for the Video Lending Library and the Religious



Emblems program. Handling registrations for Adults of Unity Conference and Y.O.U. Conference will also become a big part of her job. And she assists the four coordinators in the department.

Harriet is the mother of two young men—a college freshman and a junior high student. She just celebrated the first anniversary of a new marriage.

Harriet is a board member and active participant at Unity Southeast in Kansas City, Missouri.

We rejoice in her presence!

"As we . . .
dedicate ourselves
to live our Unity
principles, only
then can we truly
step forth in faith
knowing that this
new year will be
our happiest new
year."



LICENSED TEACHER NEWS

Dorothy Genske • Licensed Teacher Coordinator

Our Licensed Unity Teacher Covenant

As our new year is unfolding what a perfect time to talk with you about our "Licensed Unity Teacher Covenant."

What is a covenant? According to Mr. Webster a covenant is "a formal, binding agreement." This sounds to me like a covenant is something that is very important, in order for it to become a binding agreement.

Our Unity cofounders, Charles and Myrtle Fillmore, were so inspired to create their own personal covenant on December 7, 1892, which is:

We, Charles Fillmore and Myrtle Fillmore, husband and wife, hereby dedicate ourselves, our time, our money, all we have and all we expect to have, to the Spirit of Truth, and through it, to the Society of Silent Unity.

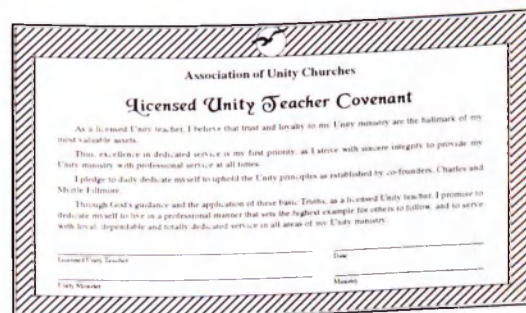
It being understood and agreed that the Said Spirit of Truth shall render unto us an equivalent for this dedication, in peace of mind, health of body, wisdom, understanding, love, life, and our abundant supply of all things necessary to meet every want without our making any of these things the object of our existence.

In the presence of the Conscious Mind of Christ Jesus, this 7th day of December, 1892.

*Charles Fillmore
Myrtle Fillmore*

Spirit whispered in my ear that our licensed Unity teachers, like our first Unity teachers, the Fillmores, desired to have their own personal covenant. Since I learned through our practical

Unity teachings not to mess with Spirit, the following divine ideas were revealed to me:



As a licensed Unity teacher, I believe that trust and loyalty to my Unity ministry are the hallmark of my most valuable assets.

Thus, excellence in dedicated service is my first priority, as I strive with sincere integrity to provide my Unity ministry with professional service at all times.

I pledge to daily dedicate myself to uphold the Unity principles as established by cofounders, Charles and Myrtle Fillmore.

Through God's guidance and the application of these basic Truths, as a licensed Unity teacher, I promise to dedicate myself to live in a professional manner that sets the highest example for others to follow, and to serve with loyal, dependable and totally dedicated service in all areas of my Unity ministry.

In fact, we have included our Licensed Unity Teacher Covenant as part of each Skills Demonstration Seminar (SDS), and have used it for the past two licensed teacher postgraduate weeks at the closing of the special Unity Rose Garden candlelighting ceremony.

In closing, as we daily choose to dedicate ourselves to live our Unity principles, only then can we truly step forth in faith knowing that this new year will be our happiest new year!

(Field licensing program). Este programa fue diseñado para atender a aquellas personas que por estar a cargo de ministerios no pueden asistir a la Escuela para ministros. Durante cuatro años ellos toman clases con un ministro y mentor que les auspicia y da tutorías. Al final de estos cuatro años, si su ministerio se mantiene exitoso y ellos han cumplido con todos los requisitos se les otorga una licencia de ministro.

Una de las ideas o conceptos que compart con ellos durante la ceremonia fue la de que ellos habían escogido la "ruta o camino facil" para su desarrollo espiritual. Aunque esto es cierto para ellos, también lo es para cada uno de nosotros que estudiamos, practicamos y enseñamos los principios de la Verdad. Se estarán preguntando: ¿Cómo? ¿Qué nosotros hemos tomado el camino facil al ser maestros y ministros? Mi respuesta es Si, hemos tomado el camino facil y le dire por qué. Porque hemos decidido y seleccionado estar en los negocios de Dios. Dios es nuestro jefe. ¿Se han percatado de la clase de jefe que tenemos?

Nuestro jefe nos ha dado la libertad para pensar, sentir, decir y hacer lo que creamos necesario para efectuar nuestra labor o encomienda. Nuestro jefe nos ha dado la autoridad para decidir en cualesquiera circunstancia cuales son las cosas que deben ocurrir. Nuestro jefe nos ha dotado con todas las herramientas que podamos necesitar. Nuestro jefe nos ha dado la libertad para escoger cual va a ser nuestro próximo paro. Nuestro jefe nos ha dado la creatividad para visualizar, enfocar y perseguir nuestras metas y las netas de nuestra compañía. Nos ha dado el poder para hacer lo que deseamos hacer aun en contra de sus leyes y normas y todavía estará con nosotros para apoyarnos porque nos ama con amor eterno.

Ahora, díganme ustedes, ¿no es, esta una ruta facil? Si es una ruta facil. Sin embargo, también puede ser dura y difícil. ¿Como la hacemos difícil? La hacemos difícil si tan sólo olvidamos un pequeño detalle. Esto es, si olvidamos poner nuestra mano en la mano de Dios,

se decidimos no creer y entregarnos; si decidimos separarnos en conciencia, de Su presencia y poner otras cosas primero. Se hace difícil si hacemos las cosas personales y nos olvidamos del Espíritu en todo.

Nosotros, en la Junta de directores, hemos decidido mantenernos en la "ruta facil" en la medida en que servimos a nuestra Asociación. Es por eso que oramos para tomas decisiones inspiradas por el amor y dirigidas por la sabiduría que nos hagan sentir en paz con nosotros mismos. En esta nuestra ruta facil cambios empiezan a emerger según nuestra Asociación se prepara para recibir el nuevo milenio. Estoy segura que muchos de ustedes los han percibido yaún sentido.

Para implementor estos cambios algunos pasos deben ser dados. Uno de ellos es el establecimiento de un Comité de Transición para definir cómo se ejecutarán estos cambios y cómo lucirá nuestra Asociación después de ellos enfocando en lo que será el resultado final. El equipo diseñará la ejecución del plan de transición con medida de tiempo y adecuacidad. Colaborará con la Junta de directores, empleados y comités en la elección de material necesario y creando puntos de apoyo durante el proceso. Proveerá información a la Junta, los empleados y ministerios de su progreso. Un informe final se ofrecerá durante la conferencia en junio del año 2000. Se ha dado verdadera consideración a lo que serán los componentes del grupo para asegurar el éxito del mismo. Esto significa que en el equipo tenemos representación de todos los sectores con diferentes desrezas, habilidades y trasfondo profesional y cultural. Por ello, encontráremos líderes laicos, maestros licenciados, ministros, miembros de junta, diversas culturas y lenguajes, miembros de nuestro "staff". El equipo se reunió en enero y todos estamos muy satisfechos con lo que nos paece será el resultado final.

Además de éste otro equipo especial de trabajos ha sido establecido. Este tiene que ver con los maestros licenciados. El propósito es ver en que maneras se puede enaltecer su rol en nuestro movimiento,

cómo se puede mejorar su relación y comunicación con el ministro a cargo de una iglesia y cómo se puede trabajar para su continuo crecer. De la misma forma, este comité estará constituido por personas con diferentes trasfondo y experiencias. Incluirá maestros, ministros que antes fueron maestros, ministros que no han tenido la experiencia de haber sido maestros licenciados en Unity, ministros ordenados por excepción sin y con la experiencia de haber sido maestras.

Aún otro comité se ha establecido para estudiar las posibilidades de tener representación laica en nuestras reuniones. Nuestro nuevo programa de manejo de conflictos ya está en acción. Cambios en el reglamento, normas operativas, código de ética y los nuevos procedimientos para declarar a alguien "not in good standing" se enviarán por correo para ser revisados por ustedes y serán sometidos a votación durante la conferencia en junio. Por favor, vengan preparados para emitir su voto. Recuerden la conferencia es el lugar y el momento para trabajar con nuestras dudas, sentimientos, e incertidumbres en relación a cualesquiera asunto. Además es la oportunidad de compartir con nuestros compañeros y amigos.

Espero que todos podamos estar en ella. Esta es nuestra Asociación y todos debemos sostenerla en toda forma. Todos somos necesarios. Hasta entonces. Gracias a todos los miembros de comités, a los empleadas y a los miembros de nuestra Junta de directores por haber hecho de este período uno muy especial.

En amor,

Norma

**Focus on
Fund Raising Seminar
May 18-25, 1997**

**Reserve your space now!
Call the Development Department
for information today.
816-524-7414, ext. 354**

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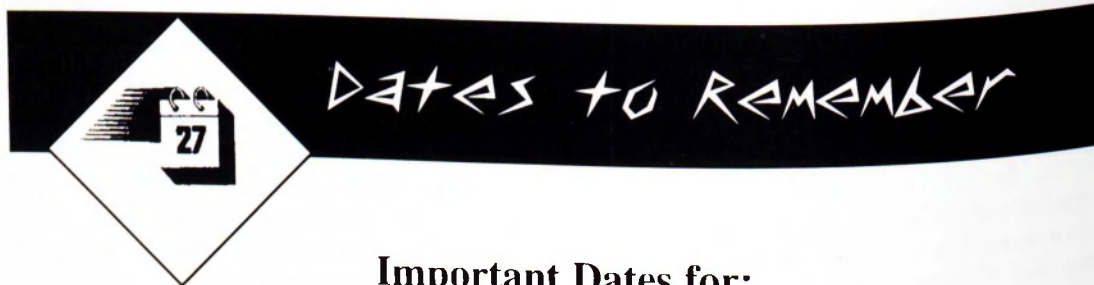
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Important Dates for: 1997

Spiritual Board Seminar
Fund Raising Seminar
L & O Meetings
Pre-conference
Conference (Adams Mark Hotel/Kansas City, MO)
Certified Spiritual Educators
Licensed Teacher Postgraduate Week
A.O.U. Conference (Winter Park, Colorado)
Skills Demonstration Seminar
Y.O.U. Conference
Executive Committee Meetings
Spiritual Board Seminar
Skills Demonstration Seminar

April 12-18
May 17-23
June 1-5
June 5-7
June 10-14
June 21-27
June 21-27
June 21-27
July 26-Aug. 1
July 28-Aug. 3
Sept. 4-10
October 11-17
November 15-21

1997 Regional Conferences

Western
Great Lakes
West Central
Eastern
South Central
Southeastern

April 21-25
September 21-25
October 1-3
October 5-9
October 20-24
October 20-24

Harbourside Hotel - Victoria, BC
Pokagon State Park - Angola, IN
Asilomar - Pacific Grove, CA
Princess Royale Hotel - Ocean City, MD
Omaha, NE
Fieldstone Inn - Hiawasse, GA

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UNITY VILLAGE MO 00000

Published by the Association of Unity Churches



Contact

Vol. 31, Issue 4

August/September 1997





Jimmie Scott
First Church Unity
Nashville, Tennessee

Location and Meeting Space for Association Annual Conference

Why can't we have conference at Unity Village?

This question was raised during this year's annual conference held at Adam's Mark Hotel in Kansas City. We know leaders from Unity School of Christianity have a great desire to hold the conference activities at Unity Village too. We also appreciate Unity School's desire to have us there. We know attending activities at Unity Village gives ministers, teachers, and lay delegates the feeling of coming home. We understand these feelings and we would like to be at the Village, but it is no longer possible to hold the many activities and events of our annual conference there for a number of reasons.

First of all, there are not enough sleeping rooms at the Village and close by to accommodate the numbers of ministers, teachers, and delegates who attend our annual conference.

Secondly, Unity School has grown and expanded into the space it has to accommodate their working staff which means there are no longer sufficient break-out rooms available for the numbers of workshops that are presented, and the number of people who attend them. We celebrate the fact that both organizations are growing. We applaud Unity School's growth and we celebrate the Association's growth. Growth often means change, and we affirm that growth and change are good.

Thirdly, meal times are used to hold round table discussions for specific topics such as: first year out meeting, second year out meeting, associate ministers, expansion, alternative ministries, exception to ordination/field licensing program, and church growth and development. Unity Inn is not large enough to provide separate meeting rooms for these meal time activities. Additionally, 570 people attended the banquet at Adam's Mark Hotel. The Inn is only equipped to handle a banquet attendance of 450. Even without specialized meeting requirements for meal times, the conferees need to share Inn facilities with employees and there is not space enough.

Fourthly, more and more individuals are

requesting information on having vendors set up booths for specific items such as books, computer software, and other items that could be purchased for use in ministry. Booths for accommodating the expo information would not be possible at Unity Village.

And, finally hotels provide free meeting facilities when a stated number of sleeping rooms are sold.

Why if a conference is held in Kansas City can we not stay on Unity Village grounds?

There are a specific number of sleeping rooms that must be sold in order to have the free meeting facilities at a hotel. If accommodations on Unity Village grounds were opened, we understand people would stay on the grounds because of its feel for coming home. And, then, there would be a considerable charge for meeting rooms.

Why were the Unity Village accommodations not opened at the last minute?

We know that many would have cancelled their rooms at the Adam's Mark to stay on the Village grounds. We need your support by your reserving rooms in the hotel where the conference activities are being held. In 1992 we originally had enough sleeping rooms reserved to meet the quota for free meeting facilities. However, enough individuals cancelled reservations at the last minute and stayed in nearby motels. This cost the Association \$22,000 as final settlement. To make up this deficit annually, the registration fee would need to be increased considerably.

In the past we have been able to schedule midyear committee meetings in January at Unity Village. However, because of Unity School utilizing more and more of their own space for working staff there may not be enough break-out rooms for January, 1998. It is likely we will have to have multiple site meeting spaces to accommodate our meetings.

Again, we would greatly appreciate your understanding and support in reserving sleeping rooms in the hotel providing the meeting space. Annual conference is a special time of renewing

See CONFERENCE on page 11, col. 1

Volume 31, Issue 4
August/September, 1997

CONTACT STAFF:

Editor-in-Chief - Glenn Mosley
Supervising Editor - Joann Landreth
Managing Editor - Cheryl Vestal
Circulation - Glenn Mosley, Jr.
Editorial Committee: Chairperson Glenn Mosley, Joel Buchr, Joann Landreth, Norma Rosado, Shay St. John, Jimmie Scott, John Strickland, and Lisa Wittman.

EDITORIAL PURPOSE: The Editorial Purpose of CONTACT is the purpose of the Association: the Association of Unity Churches is dedicated to supporting and strengthening its member ministries by providing human resources, administrative and education programs.

Deadlines: 1st of the month, two months prior to issue date.



Honoring Diversity

For ministers and friends and members of every congregation: Describe a person whom you not only would, but do, make to feel welcome at his/her first visit to your house of worship." As I do Board/Minister Roles and Responsibilities, periodically, I ask people to do just that.

The answers are wide-ranging, often including the statement that "We welcome everybody!" In asking a few more questions, we often discover that the descriptions given are of people who already attend. But even that is not a complete answer. The exercise is to describe a person whom you make to feel welcome when he/she first attends. Inevitably, we find discrimination with which some visitors are met.

One of the reasons I often include this exercise is because of an experience I had (which first made me aware) in a ministry which I served where we were practicing discrimination "unawares." One of my practices systematically in attempting to assimilate newcomers over the years was to interview each new person personally, accompanied by at least one volunteer from the major departments of the church. The idea was manifold: it allowed the new person to become acquainted with about a half dozen people and what they did in the church; it allowed those half dozen volunteers and me to become better acquainted with the newcomer, and it encouraged the newcomer to look at how he/she might want to become involved.

Later, I would ask for a follow-up interview with me alone. In one such procedure a woman told me what a joyous, enthusiastic, welcome feeling she received from the congregation and the new members' support committee. A few days later, a man who was in the same spiritual baptism "class" as the woman, told me what a "cold fish" congregation and committee we had. He felt very unwelcome and said if it were not for the message, which he had by now learned he needed and wanted so much, he would have already left membership. These two friends were reporting on the same congregation and largely, on the same committee members.

One or two variables can be addressed: both individuals were of the same race as most of the

congregation and most of the committee members. The congregation and committee were close to 50-50 in men and women. The woman felt welcomed by men and women; the man felt unwelcomed by men and women.

Differences? Yes. The woman was upwardly mobile, educated, articulate, and finely groomed and dressed. The man may not have finished high school, was struggling economically and was not well dressed.

Welcoming only those who look like us, talk like us, think like us, etc., eventually will make us extremely segregated. The greater the variety we attract, the greater opportunity we have to reach out to the myriad of people who are looking for a religious community or "family" of which to become a part.

The following brief list can be expanded "ad infinitum." Make copies and give two to at least key volunteers and new member assimilation committee members to rank order two different
See LETTER on page 11, Col. 3

Who is truly welcome in our church? Do our words and behavior match?

| | |
|--|--|
| An extremely obese male | An extremely obese female |
| Divorced male | Divorced female |
| Ex-convict | Person HIV positive |
| Aging white female with financial resources | Aging white male with financial resources |
| Caucasian lower income male | Caucasian lower income female |
| Afro-American middle class male | Afro-American middle class female |
| Arab male | Arab female |
| Gay male | Lesbian |
| Asian female | Asian male |
| A gay couple | A lesbian couple |
| Person with alcohol on his/her breath | Severely physically disabled person (in a wheel chair) |
| Single male under 30 | Single female under 30 |
| Person on welfare | Retarded adult |
| Alzheimer's patient | Unmarried pregnant teenager |
| Male with an earring on one ear | Female in tight, short skirt and scarecrow hairdo |
| Agnostic | hispanic female |
| Hispanic male | Emotionally disturbed person |
| Person with noticeable hygiene problem | son with unpredictable behavior |
| Someone especially talkative | Cancer patient |
| Smoker | Articulate, well-educated |
| Articulate, well-educated, well-to-do Afro-American male | well-to-do Caucasian male |
| Articulate, well-educated, well-to-do Afro-American female | Articulate, well-educated, well-to-do Caucasian female |
| Fundamentalist | Retarded youth or child |



Glenn R. Mosley
President & CEO



Shay St. John
Vice President
of Development

Benefit Auction

"Let's do an auction!" This suggestion can strike every emotional response in the hearts of minister, board and key volunteers—from excitement, to fear, to "You must be kidding."

Yet a benefit auction was the highlight of our first Focus on Fund Raising Seminar.

The week itself was a big success. Seventy-eight participants and over 20 presenters and musicians made it a week to remember. Beginning with prayer and ending with an anointing by Spirit, we explored every aspect of funding the future of our Unity movement with zeal, exhaustless questions, sharing and caring, and much questing for ways to balance Unity principles and fund raising ideas.

For now, let's focus on the auction. An evening to remember, "Caring Hearts Across Time" was fun. This event was filled with surprises, and a was genuine fund raiser. It was also a lot of hard work, planning, and active involvement of Association staff and the Ministerial Education Program first- and second-year classes. Thank you all!

Over \$25,000 was raised, benefiting STARlight, the Ministerial Education Class Fund, Thangluaia's ministry in India as it prepares to purchase its first church home, and our Association.

This was my first auction. My purpose was to give seminar participants a "hands-on" experience of a special event and discover whether or not auctions work. Open to Spirit, I plunged in "where angels fear to tread." I discovered and learned a lot—as did all who participated.

The following are some essentials if you plan to do an auction:

- Take at least six months to prepare.
- Use a team of enthusiastic volunteers who are willing to do many things, including ASK for donations.
- Purchase a good auction software program. (It tracks what needs to be done, volunteers, who attended, who donated what, who purchased what, and more. Call for specific

information.)

- Find a BENEFIT AUCTIONEER! Ask local groups who do auctions. Find out who is good.
- Pay a flat fee—not a percentage.
- Serve an elegant meal in an elegant setting.
- Choose a theme that has "heart" appeal and one that lends itself to decorations. "Caring Hearts Across Time" was the theme we used.
- Make the event FUN for everyone.
- Have a Silent Auction during registration and dinner.
- For the Live Auction, choose 60-65 items. Pay attention. More is NOT better. People "burn out" and leave.
- Make the first ten items in the live auction emotionally appealing and reasonably priced. A handmade teddy bear, a beautiful quilt, a well-liked dessert (which could be served NOW), something from the area (we had an elegant pin of Dorothy's red shoes from Oz in Austrian crystal. Since Kansas is our neighbor state and the slippers were from Catherine Ponder, they sold for over \$600).
- Keep higher priced items for a "buildup" in the middle of the live auction.
- A "sports event" with rival teams gets things moving. Kansas City Chiefs and Green Bay Packers jackets used two auctioneers accepting competitive bids in our "Auction Super Bowl."
- Auction some precious church "memorabilia." We had 19' hand-carved wings from Silent Unity and a 5' bronze Association logo. Next year: God only knows!
- Make your "last" item special. We sold the "shirts off our back." (T-shirts were worn underneath.) We also gave all volunteers and seminar participants T-shirts with our theme.
- Follow up with thank you's to everyone—angels, donors, attendees, volunteers.
- Have a raffle with great prizes. Anyone can

See AUCTION on page 11, col. 1



An ounce of planning prevents pounding the pavement

There are many places to get publicity. Neighborhoods, businesses, chamber of commerce, and communities often have newsletters or store fronts with space for advertising. City magazines and singles, ethnic, and senior citizens' publications are other spots for your message. Don't overlook your local public radio station and metropolitan paper. Sometimes they will also broadcast your news, if it's a slow day.

So how do you start? Call around and make a list of the name, address, and phone number of newspaper/publication/radio station. Also get the name of a contact person. While you're at it ask for their deadlines. Are there any special issues (i.e., regional, holiday)? Whom do I talk to about publishing my press release? (This is your contact person.) Do I talk to someone else regarding a community calendar event?

Keep this on file in your office. It is really helpful if you have a high personnel turnover or are on time constraints.

What now? Sit back and wait or make news happen. Do something special or unusual. Announce an anniversary or milestone. Expand your physical facilities. Introduce a new service or ministry. Receive or present an award. Sponsor a community event. Do anything that impacts the community around you. It is also a good idea to call and talk to your contact occasionally even if you

Places to get media information

- call information (1411) and ask for the city's directory
- use the internet
- go to your public library
try Gales Directory or
Billboard magazine
- check your TV section in the Sunday paper
- let your fingers do the walking in the yellow pages

don't have any news. This keeps you in their consciousness. At the same time, remember the deadlines editors face and be sensitive to their personal preferences on such contact calls.

Once you have the makings of news, write it up. The general story should be in the first few sentences, working your way down to the specifics. This way the editor can chop off whatever they don't have space for. The headline is key—it should answer the question, "What's important about this?"

Place your release on letterhead for increased credibility. Include your name and phone number. Send to all media before their deadline. All of this requires some work, but it will save time, patience, and frazzled nerves in the end!



Bears on Board

Paws a moment to snuggle a Unity bear. This new product comes dressed in a blue T-shirt with the Association logo and the word Unity on it.

At 5" tall, these can swing from a rearview mirror, set on your computer top, or travel with you anywhere!

Bears come in black, brown, and white. Let us choose the color. Best of all, these critters only cost \$7.00.

Call now 816-524-7414, ext. 324, and ask for item #4500!



Melanie Pollard
Marketing Project
Specialist



Broadcasting the Unity Message

RADIO/MEDIA NEWS



Linda Harbin
Radio/Media
Coordinator

Working with Print Media

Remember the Bible quote about not "hiding your lamp under a bushel"? With so many exciting activities and life-changing messages in your ministry, it's important to let your light shine! We must stop being "the best-kept secret," and reach out with our message, and invite others to our services and activities.

Our teachings can transform lives. My own life was dramatically and joyfully changed when a friend introduced me to Unity. Someone loved me enough to tell me about Unity. Many in your community are searching, but may not have a friend in Unity to introduce them to your ministry. How can you speak out in simple, loving ways to reach them?

Using media—newspapers, direct mailing, radio, television and cable—will bring your message directly to people in a personal way. In the Radio/Media Department, we act as a hub for all media information. Unity ministries send samples of their successful media projects, copies of newspaper ads and photos, cassettes of radio productions and video tapes of TV/cable programs. These media examples are constantly changing and provide current updates of what we call "Good News—From the Field." This "Good News" is incorporated into our "Reaching Out—Using Media" workshops, classes and resource information mailed from our department. Media information and updates from other religions are also incorporated into our resource base.

Using Newspaper

Recently a Unity minister called to ask, "Do you have any copies of newspaper ads or columns that were successful for other Unity ministries?" My answer was "yes." I mailed him copies of successful ads, columns, and announcements that were published in local newspapers by Unity ministries around the country. We also talked about the importance of establishing a relationship

with his local newspaper and about ways to become an "inside" news source..

Some ideas to consider for working with newspaper editors:

- Call an editor first and ask him/her if they would be interested in an article about a particular subject. Joyce Kramer, minister in Virginia Beach, Virginia, approached a local newspaper editor, suggested a series of articles about Lent, and offered to write them. He agreed with her idea and her articles were published. Other ideas for articles with seasonal themes or problems could be: Christmas (stress during the holiday), New Year (how people in your community are creating something new—new business, new relationship, new social activity, new career, or new attitude), or Easter (articles about rebirth in your attitudes and outlook).
- Suggest to your newspaper a Q & A section featuring a panel of ministers of different faiths answering a single question. *The Kansas City Star* publishes a similar panel weekly and our local Unity ministers are included. A past question was: I think we have to learn to accept our problems. I don't think people should pray that God will take away their problems, but that God should just help them bear them and accept them and not fight against them. Do you agree?" This kind of panel gives readers the opportunity

Continued...

New African-American Series I

The new African-American Series I was introduced at the June Conference. These 60-second spots feature African-American voices and messages and have room for your tag at the end. The series is a reel-to-reel, ready-for-air. Order your copy directly from the Radio/Media Department (816-524-7414, ext. 343) or call for a sample cassette of this series.

"Diversity"

Our new campaign "Diversity" honors all the families of the world. Imagine words of peace, love, and hope spoken by men and women in many different languages and dialects and mixed with Unity philosophy—this describes "Diversity." These 60-second spots for radio have room for your tag at the end. Order your ready-for-air reel-to-reel master directly from the Radio/Media Department (816-524-7414, ext. 343) or call for a sample cassette.

to learn about each minister and compare answers.

- Create an article or monthly/weekly column on "Practical Spirituality" or "Spiritual Psychology." Sonya Milton, minister in Napa, California, writes a short column for a local newspaper. Her column, "Finding My Way" includes her photo and a short spiritual message. The last line says "Unity Church of Napa" with the phone number. After reading her column for a time, readers feel as if they know Sonya personally, making visiting Unity of Napa like visiting a friend.
- Target a community need, find a way to fill it, take photos of each step and write an article about it. Perhaps you can interview diverse ministers and write a feature story. Or sponsor a local event that fulfills a local need. Many Unity ministries receive local newspaper coverage for participating in Random Acts of Kindness Day. Other ministries collect teddy bears for local charities—an activity that newspapers like to report and photograph.

These are some of the "Good News" newspaper ideas that are working for Unity ministries. Please write or call for copies of these ads or columns, and don't forget to send me copies of *your* newspaper success stories, too. I'll include them in my workshops, classes, and resources.

Stay tuned!

Voices of Unity: Write us about your broadcast outreach and we will add your ministry to the list.

Unity of Anchorage, Anchorage, AK:

- Radio KFQD 750 AM, KLEF 98.1 FM, KEAG 97.3 FM (rotating schedule of spots)

Unity/Palm Springs, Palm Springs, CA

- Radio KDES AM 920, 8:00 a.m. & 10:00 p.m., Sun. (30 minute program)

Christ Unity Church, Sacramento, CA:

- Sacramento: Cable Channel 13, Sun. 7:00 a.m.; Cable Channel 16, Sun. 9:00 a.m.

- Bay Area out of San Jose, channel 48 Sun. 9:00 a.m.

- Santa Rosa & Marin Cnty, channel 50 Sun. 8:30 a.m.

- Monterey Peninsula, cable channel 22 Sun. 9:00 a.m.

- Arizona (Sun. 9:00 a.m.): Prescott - channel 7; Mesa - channel 17; Lake Havasu City - channel 17; Yuma - channel 19;

- Bullhead City - channel 24; Flagstaff - channel 30; Casa Grande - channel 43;

- Kingman - channel 55; Phoenix and Lower Valley - channel 55.

- Southern NY & western NJ: Manhattan and environs - channel 31 Sun 8:30 a.m.

- Radio KFBU & KSTE

Unity Christ Ch, San Luis Obispo, CA:

- Radio KVEC 920AM, Tues. 1:00 p.m.

Unity Pyramid, Santa Maria, CA:

- Cable TV channels 21 and 22

Caymon Unity, Grand Caymon Islands:

- ICCI-FM 101.1, Wed 1:00 p.m.-3:00 p.m.

The Transformative Ctr, Hollywd, FL

- Radio WTMI Classical, Sun. 9:00 a.m.

Unity of Sebring, Sebring, FL:

- Radio WCAL FM & WITS AM

Unity of Hawaii, Honolulu, HI:

- Radio K108 1080 AM, Sun. 9:05 a.m.

Christ Universal Temple, Chicago, IL:

- TV Station 4

Unity Ch/North Shore, Evanston, IL:

- TV Cable Channel 2, Wed. & Fri. 11:30 a.m.; Sun. 2:00 p.m.

Unity Ch of Springfield, Springfield, IL:

- Radio WTAX AM 1240 (various times); TV Community Access Channel 4, Thursday 7:30 p.m.

Unity of Indianapolis, IN:

- TV Channels 99, 20 and 53, Sun 2:00 p.m.

Unity of Cedar Rapids, IA:

- Radio WMT 600 AM, Sun. 7:15 a.m. & 9:15 p.m.

Unity Ch/Christianity, Baton Rouge, LA:

- Radio River 96.1 (4 spots daily)

Detroit Unity Temple, Detroit, MI:

- Radio WQRS 105.1 FM, M-F 5:45 a.m., Sun. 9:30 p.m.

Unity Church of Greater Lansing, MI:

- Radio WFMK FM 99.1, 7:40 a.m.

Unity Church of Muskegon, MI:

- Cable TV Channel 24

Church of Today, Warren, MI:

- TV Channel 50 (Detroit) 8:00 a.m.
- TV Channel 33 (Cadillac) 10:00 a.m.

Unity Ch in Woodbury, Woodbury, NM

- Radio KSGS 950 AM

Christ Ch of the Hills, Branson, MO:

- Local TV Channel 6

Northside Unity, St. Louis, MO:

- Radio WGNU 920, Sat. 3:45-4:00 PM

Unity Village Chapel, Unity Village, MO:

- Radio KCMO 810 AM, Sunday 6:00 a.m. (week delay broadcast)

Christ Unity Church, Albuquerque, NM:

- Radio KHFM 96.3 FM

Unity Church/Santa Fe, NM:

- Radio KRSN AM1490, Sun. 8:00-9:00 a.m.
- SFCTV Channel 6, Fri. 7:00 p.m. (The Quest)

Unity Church of P.C., Buffalo, NY:

- Radio WECK 1230 AM, Sun. 7:45 a.m.

Unity Center of P.C., New York, NY:

- Radio WMXV 105.1 FM, Sunday 6:00 a.m.; Cable Ch-16, Monday 9:00 a.m.

Unity of Charlotte, NC:

- Cable Vision Channel 3 & Vision Cable Channel 10, 5:00 p.m., Sun.

Unity Ch of Franklin, Franklin, NC:

- Radio WRFR 96.7 FM

Unity Christ Church, Wilmington, NC:

- Radio WAAV 980 AM, Sun 10:00 p.m.

New Thought Unity Ctr, Cincinnati, OH:

- WAZU 1360 AM, 8-9 a.m. Sun., 7-8 Mon., 7:55 a.m. daily

Unity Chapel of Light, Tallmadge, OH:

- Radio WAKR 1590 AM, 9:00 a.m. Sun.; TV Ch-29, Cable Ch-7, 7:00 p.m. Sun.

Unity Ch of Christianity, Tulsa, OK:

- Radio KBEZ 92.9 FM (one-minute spots three days a week)

Unity Church of Harrisburg, PA:

- Radio WMSS 91.1 FM, Sun 9:00 a.m.

Asociacion Unity, Santurce, PR:

- Radio WSJ 1560 AM, Sun. 8:00 a.m.

Unity of Knoxville, Knoxville, TN:

- WNOX 99.1 FM and WNDD 99.3 FM, Mon. 7:40 & 8:20 a.m.; Fri. 5:20 p.m.; and Sat. 12:00 midnight.

Unity Church of Austin, TX

- CableVision Chnl 11, Sun. 6:00 p.m.

Unity Ch of Christianity, Houston, TX:

- Radio KODA 99.1, Thur & Fri 7:00 a.m., Sat. & Sun. random

- Warner Cable Odyssey Network, channel 52, Sun. 10:30 a.m. and 6:30 p.m.

Ch of the Hill Country, Kerrville, TX:

- Radio KERV AM & KRVL FM

Unity Ch/Christianity, Nacogdoches, TX:

- Radio KFSA AM 860, Sun. 8:00 a.m.

Unity/NE Tarrant Cnty, Southlake, TX:

- Radio 97.9 FM, Mon-Fri 8:25 p.m., Sat & Sun 7:25 p.m.

Current as of 6/97



Barbara O'Hearne
Church Management
Consultant

Leadership Skills

"Everything I Thought I Knew About Leadership Is Wrong." This article was given to me by a professional colleague. It caught my attention—big time! Mort Meyerson, the leader of Perot Systems, tells his story of evolving from a "highly specialized trained beast that evolved during one period" to his new understanding and practices of leadership.

Meyerson believes a leader must embody the values that are the foundation of the organization. His job, as a leader has to do with "human relationships and the obligation of the organization and to its individual members and customers." It involves picking the right people for the organization and creating an environment where they can be successful. He views himself as the coach not the executive. He is accessible for honest, open and direct, two-way communication. Yes, he does believe in producing financial strength for the company.

I believe Meyerson has sound ideas. One that will fit the corporate world and churches. Who can argue against honest, open and direct two-way communication?

Leadership has been an interest of mine for many years. I have read numerous books and articles, attended seminars and classes on the topic and have been a participant in local and national leadership training programs. I am still vitally interested in continuing to learn about and understand leadership.

I would like to invite you to share your ideas on the kinds of leadership skills that will be needed by ministers and boards of trustees. Fast forward to the year 2007 and envision your ministry. What are the leadership skills that are being used in an effective ministry?

Fax your responses to the questions on the Fax Information Forum to: (816) 753-8200 or mail to: Oak Hall #1212, 4550 Warwick Blvd., Kansas City, MO 64111. I will let you know the results in a future issue of *Contact*.

Fax Information Forum **Leadership Skills for Unity Churches in the 21st Century**

1. What do you believe are the leadership skills a minister will need to be effective over the next ten years?
2. What are the governance skills boards need for leadership over the next ten years?

MINISTRY EMPLOYMENT & EXPANSION SERVICES



Lynn Hale is the minister of Unity Church of the Light in Sandwich, Massachusetts, a newly developing church. Lynn graduated and was ordained in June, 1996, and he has written the following principles that he feels worked for him in building a full-church status.

It is not the purpose of this letter to validate the principles of prayer and faith, of relying upon the guidance of the Holy Spirit in all matters. These principles must be acknowledged as foregone conclusions. I am sharing other principles that have worked for me. The four general principles I have relied upon are:

1. I make changes that are appropriate and necessary.
2. I strive for excellence in all church matters.
3. I use the "Remove, Reeducate, Reassign and Return" technique.
4. I utilize the "Team Concept" for volunteers wherever possible.

Making changes that are appropriate and necessary.

The dangers of making changes early on in a ministry was covered most thoroughly in the Ministerial Education Program. I believe it was a little overdone, that a little too much fear was injected in an aspect of ministry which must be faced. (Some changes are necessary, no matter how difficult the consequences may be. I found that if I honestly explained the changes I was making to the congregation as I made them, the people were generally very cooperative and supportive.) There was ample support to validate the concept that necessary changes can be made without waiting a year or two. I did give people the opportunity to voice their differences, and I listened carefully. I made many changes during the first eight months. I made them when necessary, and I made them in a sensitive manner, knowing that everyone would not agree. It has worked very well for the church.

Striving for excellence in all church matters

This is most important if one wants to grow from a family church to a pastoral church. It is most challenging when the family is dysfunctional. The grow-

ing must be accomplished with great care and patience. It often seems as if I am walking a high wire between striving for excellence and people feeling as if they are not appreciated when I ask for better results. It is a difficult thing sometimes to teach people the rewards of excellence in an organization, but I do feel it necessary if the church is to grow. It took some effort on my part, accompanied by some trauma, to get the participants in the Sunday service to arrive on time. I cannot ask the congregants to arrive on time, but I do feel I have the responsibility to have the participants in the service be there at the beginning of the service each Sunday. All the little details that go into putting together a Sunday service must be attended to in a timely manner. Everything is not in "divine order" when the song books are not ready, or there are not enough copies of the order of service, or a key volunteer has not arrived yet.

The "Remove, Reeducate, Reassign and Return" technique

When a volunteer is doing his/her job in a manner that adversely affects the church as a whole, and that person is unable to respond to a different way to do things, I believe it is incumbent on the leader to make a change. The needs of the church outweigh the needs of the individual. The "Remove and Return" technique refers to me taking the necessary action to gently remove the person, and then taking over the function myself, until such time as I can find a new person who will do the work in a manner that benefits the entire church. If possible, I redirected people's efforts into an area more suitable to their unique abilities and temperament.

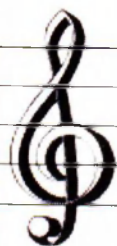
If someone is not well suited for a certain position, I find it appropriate to have someone who is more in harmony with what was needed to do the work. I have had success and failure with regard to the reaction of the individuals involved in this process, but the overall goal of improving the quality of the church activities was achieved.

The one area where I have not succeeded in this technique is the area of church finances. I have succeeded in putting the finances on the plus side of the financial ledger with all past bills now paid and current obligations being met. The board still re-

See EXPANION on page 18, col. 1



Joann Landreth
Vice President of
Ministry Employment
& Expansion Services



Music News...

by Bert Dalton

I've always maintained that the best seat in church is the piano bench, because from there you are able to see all the faces in the church.

We hope you are getting lots of good use of the *Love Notes* selections in your service. Choosing the music was enjoyable but not easy, considering the amount and quality of music submitted. Your music committee is dedicated to developing a large body of high quality solo and choral music which expresses different aspects of Unity teachings. Any suggestion you may have or special needs concerning music in your service are welcomed by committee members so we may better serve you and your congregation.

As the newest member of the committee, it was a wonderful personal experience to get to know fellow music directors on the committee, to participate in the selection of music, to experience the warmth of Unity Village for the first time, and to be given the opportunity to play for the opening service in the Fillmore Chapel.

I've always maintained that the best seat in church is the piano bench, because from there you are able to see all the faces in the church. Some people stay with the church for years while others come for awhile to seek spiritual renewal, then drift away. Others may settle into a community and seek out Unity while others move away. It is wonderful to watch spiritual leaders develop and grow and sometimes move on to fulfill their calling.

In several church surveys over the years, our congregation has placed the importance of music in the service right behind (and sometimes even with) the minister's message. We must realize the importance of this stewardship.

The music director's position is to serve the minister, the board, and the congregation, and to create what I like to refer to as the picture frame for the message being conveyed. As there are many tastes and opinions, a varied music program of soloists, choir, and instrumentalists is needed. Repertoire can and should include familiar old religious standards and hymns, certain Broadway melodies, light classics, selections from *Love Notes* and *Wings of Song*, and contemporary material. Many church members like certain unchanging fixtures such as *The Lord's Prayer* and *The Peace Song*

mixed in with changing special music selections.

By focusing on this task, it is possible to avoid the usual disagreements and controversies that arise in any church and thereby maintain good working relationships with the minister and the board. The music director's ego must be checked at the door, but a dedicated and sincere church performance always brings praise and thanks from lots of people.

We are blessed with musical gifts from God and are given the opportunity to use our talents for a beautiful, spiritual purpose. Through the day-to-day rehearsals, scheduling soloists, selecting material, organizing choirs, and all the other functions of our positions, let us remember that music touches people more deeply than we realize.

Music is communication. When it is clever, it delights our minds. When it has feeling, it touches our hearts. But when music emanates from deep within the soul, it reaches us in the special place where truth, love and hope abide. These blessings are then resonated throughout our whole being and into the lives of those around us.

The Best of Love Notes

Those of you who attended the June Unity Conference may have noticed our newest requested music addition, "The Best of Love Notes." This is a two-volume compilation of Programs 1-4, designed for your listening pleasure and meditation on CD or cassette.

We are also excited that this tape was represented at the International New Age Trade Show in Colorado, June 28-30, at the Denver Merchandise Mart. This should give us an even greater market and avenue in which to promote Unity thought and music.

For more information or to order your copy, please contact the Association of Unity Churches' Order Department (816-524-7414, ext. 324); or email at <atop@unity.org>.

Auction

Cont'd from page 4

- purchase tickets—whether they attend or not.
- Invite sponsorship. We had Auction Angels. They contributed \$100 or more. A special page in our Appreciation Directory (our program) recognized their gifts.
 - Create a program that outlines every item—silent, live and raffle—and highlights donors. This helps recruit next year's donors. Mail one in your thank you to donors. (Good software is invaluable here and in other post-auction wrap-up.)
 - Announce next year's date in the program. Ours is April 21, 1998.
 - Sell Friendship Tables to groups of 6-8 at a special price to encourage people to bring guests.
 - Decorate luxuriously. Create a "giving" consciousness for all who attend.
 - Train volunteers. Dress in an identifiable way. Tuxedo shirts with our theme imprint and black pants or skirts made us easy to spot.
 - Use professional bidding cards and auction slips. Yes! They cost money. But they add class to your event—and are much easier!
 - Choose announcer(s) who can hold people's attention and will have passion for your cause.
 - Consider using proceeds for MORE than your church. What charity (homeless, AIDS, etc.) could you include? This expands community appeal and it enhances congregant participation.
 - Have a "Guest of Honor" people

love. We had Rosemary Fillmore Rhea.

- Use a Bidding Frenzy for gift certificates. They go quickly—at full retail. Restaurant gift certificates work best.
- Serve dessert midway through the live auction. Don't let it "deflate" the momentum. Keep the bidding going! This is a good time for the bidding frenzy.
- Charge MORE than the meal costs. You want auction advocates attending—not people looking for a meal.
- Honor volunteers. They worked hard!
- Charge volunteers THE COST of the meal. But charge. This is a *benefit* auction.
- Remember: quid pro quo. List value received for monies paid.
- Celebrate your success. Debrief afterward and learn from your experience.

When you decide to do an auction, plan carefully. There is a lot to do.

Priceless rewards are an auction's harvest. They include team building, community awareness and friend raising because guests outside your church attend this event.

"What am I bid for. . .?"

"Going. . . going. . . gone."

(An auction packet with programs, bidder cards, brochure, software information, and sample auction forms is available from our Development Department for a love offering. Your donation will benefit next year's auction—making it even better!)

more individuals come to join in the celebration of our annual conference/convention activities. Please understand and cooperate with the growing needs for more and larger meeting spaces, and please support your Association of Unity Churches by reserving a room in the designated hotel for conference/convention activities!

Letter

Cont'd from page 2

ways: first they should rank order for themselves 1) a top priority person to welcome; 2) a medium priority person to welcome; and 3) those least likely to receive much (if any) efforts in welcoming. Then, on their second list, ask them to provide the same ranking of how, based on their observations of church members and attendees, they think others might function regarding welcoming.

After asking participants to decide who would receive welcome easily, not so easily, and probably not at all, bring them together to see if a consensus can be drawn. Likely some groups from descriptions above No. 1 will be easy to agree upon. Go on to the No. 2, or "Medium" group. Begin with at least 3 to 5 descriptions to see if with a little work and effort, your leaders might be led to plan strategies for welcoming the medium category into your church. And of the No. 3 group, perhaps this is where the greatest ministry can take place. And it is not all one-sided either. Your church perhaps will not only welcome and give to those in the "not-so-welcomeable" category, but we might all be surprised how much folks in this group are willing and able to give back in talents, presence, and love.

But it takes intentional effort and planning on the part of the leadership as a whole to make our churches inviting and inclusive. Happy planning!

References:

Mosley, Glenn. "Can I . . . Will I . . . Can I?" article, *Contact*, August/September, 1993. (Includes specific assimilation strategies.)

Oswald, Roy "How Do You Make Your Church More Inviting?" article, *action information*, published by The Alban Institute, January/February, 1992.

Oswald, Roy "Who Is Welcome in Your Congregation?" article, *action information*, March/April, 1992, published by the Alban Institute, 4125 Nebraska Avenue, NW, Washington, DC 20016.

Conference

Con't from page 2

friendships, sharing ideas with colleagues, and a wonderful time of sharing in love and in fellowship with one another. Each year our Association grows. New ministries become full time churches affiliated with the Association. Twenty-five to thirty-five ministers are ordained yearly and become a part of the Association and, therefore, more and



CONTRIBUTING FRIENDS

Supporting Members and Contributing Friends Recognition

Thank You !

Donors make the work of our Association possible. Our Board of Trustees created this as one of several ways to acknowledge each of you who put financial feet on our ever-expanding vision. Whether you give to our General Fund, which supports our day-to-day operations, or to a designated Development Fund, which supports creation of our Living Curriculum, STARlight, future building needs, and other special projects, your support is gratefully acknowledged and recognized. Every ministry, every Contributing Friend, at every level of support makes a real difference in the services we provide. You are part of our ongoing prayer circle of love. We invite you to join your prayers with ours as we say a special THANK YOU to all these individuals and ministries. (Any omissions due to our press date will be included in the next CONTACT. This list reflects total gifts received from June 1, 1996, to May 31, 1997.)

Contributing Ministries:

Diamond Sponsors

(\$25,000 or more annually)

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Creating Unity one country at a time

by Melanie Pollard

In April, Corpus Christi, Texas, waved good-bye to Unity minister, Mikhail Zykov and three 40-foot shipping containers stocked full with some 200,000 donated books for the Tolstoy-Templeton Cultural Center of Moscow, Russia. It is a bittersweet parting... the community will miss this icon of diligence but Russia gains a computerized public lending library.

Mikhail has dedicated the last

seven years in an abandoned church with broken-out windows, no heat or air conditioning, and one tiny lamp, amassing books on all subjects including children's books. Of particular interest were books about economics, spirituality, and business. He states, "The concepts of starting and running businesses to meet the needs of a free market society are bewildering" to the Russian people.

In Russia, spiritual Unity study groups meet in libraries. As of October, 1996, some 30 study groups have been organized and two dozen libraries have agreed to open special sections to house the American books. Mikhail says the books will allow Russians to "change their minds, get out of communist ideals, and take new market economy ideals."

So many people have helped make this come to fruition. Former Unity colleagues sent books regularly from 70 different cities. More and more books kept piling in from others who wanted to help. Space was donated. The John Templeton Foundation paid for the costly transport of the books. The Association of Unity Churches set up the connection between the Templeton Foundation and Zykov, and garnered publicity for the send-off. The Temple-ton Foundation is also a strong supporter of the Association's work.

However, through it all, Mikhail has done the lion's share of the work, doing all of the cataloging, scanning each and every book to make sure it goes through customs, making arrangements with movers, boxing them up, getting publicity, and losing many hours of much-needed sleep.



"Thank you to all those who contributed to this project. I regret that I cannot write a personal letter to each of you who has made the Tolstoy-Templeton Cultural Center of Moscow a reality."--Mikhail Zykov

Funny Church Bulletins

- 1 Weight Watchers will meet at 7 p.m. at the First Presbyterian Church. Please use large double door at the side entrance.
- 2 Council report: Due to the length of the parish council meeting, very little business was conducted.
- 3 The Lutheran men's group will meet at 6 p.m. Steak, mashed potatoes, green beans, bread and dessert will be served for a nominal feel.
- 4 Thursday night—Potluck supper. Prayer and medication to follow.
- 5 Scouts are saving aluminum cans, bottles and other items to be recycled. Proceeds will be used to cripple children.

Gift ideas

Unity Bear (item #4500). These 5" bears are all dressed up in blue T-shirts with white logo. \$7.00

Unity Mug (item #2712). Blue acrylic with white logo is dishwasher and microwave safe. \$6.50

Call 816-524-7414, ext. 324 to order.



Friends share food and fun at benefit auction.

The *Time* has come

The awaited *Time of Family* is here! Conference kicked off the new line of products ranging from project ideas to music to stickers and T-shirts. All designed to promote a sense of family, all types and sizes of family, within the Unity movement.

An interactive booth hosted storytelling, impromptu skits, jugglers, and browsing of *Time of Family* resources. A good time was had by all.

Thank you to all who have contributed to make *Time of Family* come to life.

Auction Exceeds Expectations

The *Caring Hearts Across Time* auction was a huge success. Much to the delight of Shay St. John, organizer of the event and Vice President of Development at the Association. She admits, "I set out to prove you shouldn't do auctions. Too much time and trouble for too little money in return. God had other plans."

Indeed, the May 20th event earned over \$25,000. Ministerial candidates volunteered their time and effort. The Association presented a \$6,000 check to the class fund for ministerial projects including the class trip to churches in the Fort Lauderdale, Florida, area. One thousand dollars will go to Mizoram, India, where STARlight minister Thangluaia has the opportunity to purchase India's first Unity church building.

Big ticket items included carved wooden wings from the Silent Unity Chapel and a pin that copied a Tiffany original of Dorothy's red slippers from *The Wizard of Oz*. If you missed out, don't despair. According to Shay, "People donated so many neat items, things went so smoothly, and everyone had a great time. Plans are in the works for another dinner and auction April 21st (1998)." Auction items are welcomed from everyone.

High hopes upheld

The Tolstoy-Templeton Cultural Center is dedicated to providing educational programs and resources that foster a spiritual approach to good business skills and principles.

Sir John Templeton and Leo Tolstoy share similar views. "The vision of Sir John Templeton and his support provides hope for the future of the Russian people, with his influence of high spirituality and good business principles and practices," says Mikhail Zykov. "The Tolstoy-Templeton Cultural Center brings two good people from two good countries, Leo Tolstoy and John Templeton, together as a beacon of light for all of Russia."

The project has provided hope globally. Mikhail reports letters from many cash-strapped countries asking for books for their children. In fact, Mongolia has no library whatsoever but due to the lack of postal contacts from the United States, books must be shipped from a Russian port. Zykov says books are not considered "humanitarian" by the United Nations and are therefore, regulated more closely. He plans to address some of these needs from the Cultural Center in his homeland.

According to Mikhail, the goal is "to change the people's minds, to create a new Russia. This project is more effective than all American Foreign policy."



Reporters from television stations in Corpus Christi spoke with Mikhail at the send-off.

One man can make a difference

Other projects of Mikhail Zykov include the translation of Sir John Templeton's books *Laws of Life* and *The Humble Approach* into Russian and radio broadcasts and translation of the *Daily Word*. In his spare time he pedals his bicycle to the college where he teaches Russian language and history or to the Unity Church of Christianity where he occasionally speaks.

The book project is personal, as well as global. Long ago, his grandfather gave him a role model in Abraham Lincoln. "He told me that this man made American people free. Take his ideals and make the Russian people also free." Some time later he was expelled from school for anti-Communist ideas.

Eventually he earned his doctorate and taught humanities and philosophy at the Moscow Theater Institute and the Russian Academy of Sciences. He concurrently provided mental health advice to the Soviet Olympic team.

His daughter Alexandra Zykova is minister at the first Unity church in Moscow which Mikhail founded.

Headquarters Highlights

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Graphics & Layout: Cheryl Vestal

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Contributors: Shay St. John, Jimmie Scott,
Mikhail Zykov

Behind the scenes with Jimmie Scott

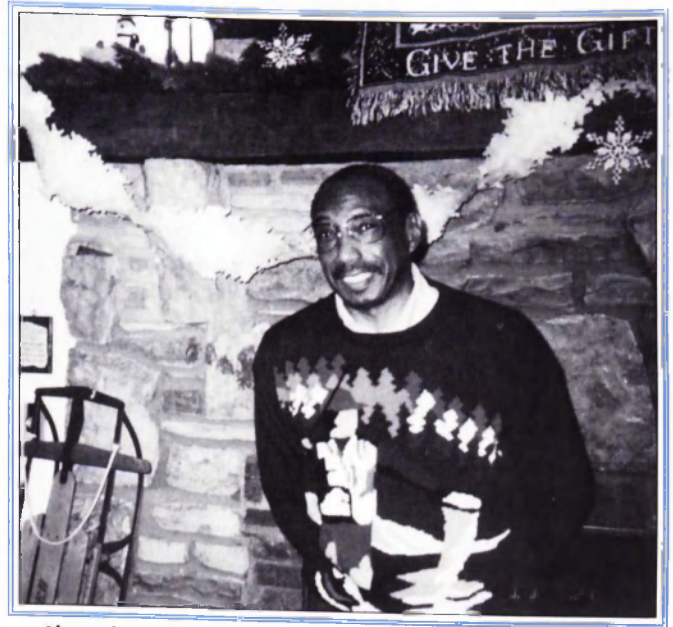
Jimmie Scott has seen a lot of changes in his 15 years in the Association. "I have watched it develop into an organization that's perceived to be much more open as opposed to in the past when it was perceived to be a good ole boys network. I've seen women take a more progressive role in leadership. More minority participation. Committees become more effective. A better working relationship between the paid CEO and the elected volunteer chairperson.

As the new chairperson, Jimmie facilitates the board meetings where decisions are made that affect the life of the Association, including budgetary and personnel matters. He will also act as a "sounding board and watchdog for the CEO, mediate disputes, and last but not least, try to keep everyone happy."

Typically, Jimmie has been a behind-the-scenes person but he laughingly sees the position of Chair as being a "necessary evil but I'll do

it my way so I don't think it will be a problem." Part of doing it his way includes a no-nonsense approach to getting things done. He vows to listen to both sides of a situation and attempt to find the middle ground.

For the future he would like to see more involvement on the part of ministers and ministries. "I want to see the Association grow in terms of finances, goods and services offered," particularly pensions and insurance benefits. Jimmie would love to see the organization become more diversified, including more Latin American countries. "The most important thing I'd like to see is for it to become a more harmonious whole."



Jimmie believes "it takes the cooperation of everyone to be successful. Please continue your prayers, financial support, and participation in the Association."

☐ If you are not receiving Headquarters Highlights and would like to, please check here and return with your address.

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A Time of Family is NOW!

by Anna Andes, Curriculum Coordinator

Yes! *A Time of Family* is happening and is moving rapidly into your local churches! At the June Conference, Ed Townley's skit, "You Can't Fake Family," received many hearty laughs and a standing ovation. It is published in *A Time of Family: Volume One* and ready for your use. Ninety-plus ministers, licensed teachers and youth education directors participated in the two training workshops about implementation of the resources in *Volume One* and left excited about using those materials and the songs in *A Time of Family: Songbook* which includes twenty songs written by Mark Welch especially for *A Time of Family*.

I'd love to say more as the enthusiasm about this project was extensive and contagious, but a few words just aren't enough. Instead, I'll invite you to obtain the materials for your church as soon as possible and develop plans which best suit your church needs. Your minister already has a complementary copy of *A Time of Family: Introductory Packet* which is the starting piece. More than 15 churches contributed to the contents and you can find their gifts in *A Time of Family: Volume One*. Spirit is moving boldly through this project.

It is TIME for A Time of Family!

The following resources are available from the Association of Unity Churches through the Order Department. Call 1-816-524-7414 (ext. 324) or write:

The Association of Unity Churches

P.O. Box 610

Lee's Summit, MO 64063.

6790 *A Time of Family: Introductory Packet* \$4.00

Contains eight hours of workshop experiences to guide church leaders through assessing and customizing *A Time of Family* for your congregation. Includes activities, resource lists, and questionnaires for sharing your ideas with other churches.

6791 *Bumper Sticker: Unity Where My ♥ Feels At Home* \$0.50

These 2" by 9 1/4" bumper stickers are an inexpensive way to promote the family feeling of Unity and to consider for gifts, awards, etc.

6792 *Roll of 250 Round Stickers with Logo: A Time of Family* \$7.50

These stickers are great for welcoming visitors, giving to children for attendance, sealing letters and cassette tapes of Sunday lessons, and infinite other possibilities!

6793 *Purple T-Shirt with Logo, A Time of Family* \$9.95

Striking deep purple T-Shirt with blue on white 8" logo on front. Available in adult sizes: small, medium, large, and extra large. Be sure to specify sizes.

6794 *A Time of Family: Songs for Community and Family* \$9.95

An audio cassette featuring sixty minutes of singable songs written by Mark Welch. Side One contains ten songs relating to church community and family, while Side Two features ten songs relating primarily to personal family.

6795 *A Time of Family: Songbook* \$11.00

Contains twenty singable songs in two sections. One section contains the melody line, chords and words for both the ten community songs and ten family songs. The other section contains the words with permission to reproduce for church singing.

When cassette and songbook are ordered together \$18.95

6796 *A Time of Family: Volume One* \$13.95

A great selection of ideas for implementing family within the church community including minister talks, celebrations, small group ministry resources, children's lessons, special events, community outreach, skits, songs, and more!

Expansion

Cont'd from page 9

sists me being involved in the financial management aspect of the ministry. I have great difficulty finding out what the status of current finances are on an ongoing basis. If the past and current financial practice proved successful; i.e., paying bills on time, currently reporting financial revenues, etc., then this area would not need revision. However, this is not the case. The board composition changed recently, which may open the door for positive changes in this area.

The "Team Concept" for volunteers is utilized wherever possible.

Volunteer burnout was another major factor identified early on. The people doing the vital weekly volunteer positions, such as bookstore, Sunday school, setting up the room for the service, were all burnt out. There were so few volunteers that those few experienced a work load that was excessive, and there was no leadership on how to accomplish each job. New people did not want to be a part of such an out of balance system. I remedied this by using a team approach which is currently very successful in the Sunday school and bookstore. I have four teams, of two each, that do the Sunday school each Sunday. I support them with periodic meetings for ideas and guidance. I commit that they will only have to do it once each four week period, and I stick to that commitment. If there is a last minute vacancy, I replace them with someone outside the core group of volunteers. It is most important to honor their individual needs. It is also important that I give them leadership, clear direction and ongoing support. This enthusiasm and commitment is then passed on by the volunteer in their duties. I also provide a free tape of the Sunday service to the Sunday school teacher. The concept is working very nicely; the people are enjoying their volunteer work. I have a commitment from each of them that they would like to continue it for the summer months. I initiated the same concept for the bookstore at the beginning of this year where I have two people sharing the duties instead of one doing it all the time. The original volun-

teer also is willing to fill in when either new one is unable to be present. I am considering putting this same concept into practice for platform people in the near future.

The team concept is also used for *Daily Word* readers each Sunday. It is a very popular volunteer position, one that people would really rather do more often. I currently have six members on this team. This has been so popular I've also included an Inspirational Reading to include more volunteer readers.

Miscellaneous

I have had good success in using free advertising in our local newspaper. There is a Sunday calendar feature that is free. I began using it a few months ago, and it is definitely worthwhile. The ongoing block ad we purchase each week was missed a few times in the early chaos of finding out who was and who was not doing their jobs, and I did receive phone calls from individual congregants whenever the ad was not run. I do continue this ad year around; it not only is good for the many tourists who visit Cape Cod in the summer months, but it also seems to be very reassuring to many of the old timers who have witnessed the years of instability here. The weekly ad seems to demonstrate stability.

My greatest challenge, which is still in progress, is the fact that we do not have our own church. We meet at the local Music Conservatory. The location is excellent; it is a safe place to come; the parking is more than adequate; the cost is minimum, but we do have to turn the lobby area into a sanctuary each Sunday morning. This is not a problem as one might think. It is working very nicely. The challenge comes in scheduling other activities. I simply do not have the space available when I want it, and I do not have an office. It takes great effort to secure, schedule and publicize a class or ongoing group meeting. I am making it work, but it is most challenging. The lack of a facility that people can relate to as their church home on a daily basis affects how people view the stability of the church also. There can be no "pride of ownership" at this point. Nor can people

drop by the church to talk with me. Lack of a "safe place" for a counselling setting is also a concern, and there is no place to perform a suitable wedding. As our finances are improving, the difficult part will be giving up the excellent location for the availability of space for other support activities. It will be an interesting solution as it unfolds.

After talking to several longtime Unity ministers, I did make the decision to throw away the old mailing list and begin anew. The cost of mailing out to a list of 430 people when attendance was only 35-40 on a given Sunday was simply prohibitive. The board did not want me to do this, but they finally agreed after lengthy discussions. It was simply a matter of not having the money to spend. I began a weekly sign-up sheet for those interested in a newsletter. I also included names of people that were given me by people attending who were good candidates to receive the letter. The response by the congregation was most gratifying. I believe this was a significant event in getting people to think of themselves as part of the church, as opposed to just coming on Sunday morning. I then revised the newsletter in as professional a manner as possible, using new software for a PC computer, and it has been a successful change. I am already up to 125 names on the list, which are not only people whom I know want to receive the newsletter, but the level is one we can afford financially. The old list was totally obsolete.

I also began holding "community building" events however small, in an effort to create a community consciousness. I scheduled two musical concerts, carefully selected from those calling to present this sort of thing, with excellent results. I then scheduled a church potluck in early December to kick off the Christmas season. This was most successful. I then put great effort into all the activities surrounding the Christmas season. In concert with the family potluck, where we ate together, visited with one another, passed gag gifts and sang carols, I did a four week advent series each Sunday leading up to Christmas. I included *See EXPANSION on page 23, col. 1*

Association of Unity Churches: FINANCIAL STATEMENT



As of April 30, 1997: General Fund:

| | April | Year to Date Actual |
|--|--------------------|------------------------|
| REVENUES | | |
| Love Offerings | \$82,682.76 | \$652,872.87 |
| Other Income | 12,208.10 | 48,568.48 |
| Gross Profit from Sales | 13,499.78 | 114,622.56 |
| Total Revenue | 108,340.64 | 816,063.91 |
| EXPENDITURE | 111,215.74 | 691,967.94 |
| INCREASE (DECREASE) FROM OPERATION | (2,875.10) | 124,095.97 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: To Expansion (Tithing) | (8,596.47) | (64,389.55) |
| Less: To Development (Contributing Friends) | (1,111.25) | (6,986.68) |
| To Building Operation Fund for utilities & R/M | (2,898.83) | (20,291.81) |
| Add: From Development (STARlight) | 3,867.92 | 19,131.72 |
| Total Transfer | (8,738.63) | (72,536.32) |
| NET INCREASE (DECREASE) OF NET ASSETS | \$11,613.73 | \$51,559.65 |

Unity School Contribution: November 1996: \$12,495.83 Year to Date: \$12,495.83

This is a nonledger item income, representing publication, supplies discounts, etc.

Development Fund (/STARlight/Living Curriculum/Contributing Friends):

| | April (Actual) | Year to Date (Actual) |
|---|-----------------------|--------------------------|
| REVENUES | | |
| Love Offerings—Living Curriculum | \$ 28,799.44 | \$ 197,129.66 |
| Love Offerings—STARlight | 7,735.84 | 33,899.45 |
| Grant Income—Templeton | 15,000.00 | 50,000.00 |
| Others | 9,199.18 | 26,330.15 |
| Total Revenue | \$ 60,734.46 | \$ 307,359.26 |
| EXPENDITURE | 13,167.94 | 91,088.97 |
| INCREASE (DECREASE) FROM OPERATION | \$47,566.52 | \$216,270.29 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: Transfer To Other Funds | | |
| To Curriculum Fund (Restricted) | (21,599.58) | (148,014.81) |
| To Int'l Ministry (Restricted) | (1,933.96) | (9,565.86) |
| To General Fund (STARlight) | (3,867.92) | (19,131.72) |
| To Legacy Fund (Restricted) | 0.00 | (4,820.19) |
| To Building Operation Fund | (651.74) | (5,105.70) |
| To Building Fund (Restricted) | (193.99) | (684.91) |
| Total Transfer Out | (28,247.19) | (187,323.19) |
| Add: From Contributing Friends (General Fund) | 1,111.25 | 6,986.68 |
| Total Transfer | \$ (27,135.94) | \$ (180,336.51) |
| NET INCREASE (DECREASE) OF NET ASSETS: | \$ (20,430.58) | \$ 35,933.78 |

*"Thank you
for your contri-
bution. We see
the door opening
for limitless
outpouring of
the abundance of
Spirit into your
life and into
your ministry."*



Martha Mosley
Vice President
of Education

What an exciting time this is in the Education Department! Among many excellent events and activities are two I wish to highlight, the **Spiritual Board/Leadership Forum** (formerly Spiritual Board Seminar) and **SDS in the field**.

Our **Spiritual Board/Leadership Forum** will be presented October 12-17. Our tremendously exciting line up of guest presenters include: Mary Omwake, minister of Unity Church of Overland Park, Kansas, and Chair of the Church Growth & Development Committee; Linda Poole Kennedy, minister of Unity Southeast, Kansas City, Missouri, and Field Licensing Program Coordinator; Edie Skalizky, minister, Unity Church of the Ozarks and Past Chair of the Association's Board of Trustees; Glenn Mosley, President & CEO of the Association of Unity Churches; and Jim Rosemergy, Executive Vice President of Unity School of Christianity.

We will look at successful models of church growth, take out our "crystal ball" to look to the future of Unity churches, see how our "business agenda" may be transformed into a spiritual experience, and experience ways we can build community through prayer and fellowship. If you are a member of a church board, are considering future leadership, just want to see how it works, or just want a week of fun and fellowship, **come join us!** We promise opportunities for growth, looking at leadership through different eyes, and offering challenging, spiritually uplifting community. **See you there !!!**

Secondly, Skills Demonstration Seminar will be available in three locations in the field as well as the two already planned at Unity Village. The schedule is as follows:

July 27-August 1 Unity of Fairfax, Oakton, Virginia (**had to register by June 30**)

August 17-22 Unity Church of Oak Park, Oak Park, Illinois (**had to register by July 17**)

September 21-26 Christ Unity Church, Sacra-

mento, California (**register by August 18**)

Thank you, the ministers, staff members, and volunteers of these three churches for your willingness to serve in this way. It is no simple undertaking, and we deeply appreciate it.

For those graduates of the advanced program of the old Continuing Education Program, we are making every effort to include you for Skills Demonstration Seminar during 1997 if you wish to be considered for licensing as a teacher. To be eligible you must have graduated before January 1, 1997, and provide a copy of your certificate, document your 24 hours of teaching, and have your minister's recommendation on file with the Licensed Teacher Coordinator, Dorothy Genske.

You may look forward to an equal quality of experience in all five SDS programs. Dorothy will be coordinating the programs at Unity Village. Tom Thorpe, Chair of Ministry Studies and Skills, will be the Association staff representative for the field programs. Tom has worked closely with Dorothy in many aspects of SDS, and is committed to consistent quality and depth of meaning for those completing in the field.

We give thanks to Tom, Dorothy, our support staff, and to those of you who held this in prayer knowing that a divine idea would emerge. We believe it has and will bless all whose lives are touched by this idea.

**Have you received your
Templeton Radio Grant
application?**

If not, and you are interested in applying for 1998, please call or email Linda Harbin:

**816-524-7414, ext. 343
radiomd@unity.org**



I Want To Be A Unity Minister

A member of your congregation comes to you and announces that she/he would like to become a Unity minister. What happens next? What role do you as the minister have to play in this? What about the rumors and stories you have heard? How can you best prepare this person for the ministry?

The admission process is a joint venture between the Association of Unity Churches and Unity School of Religious Studies (USRS). The Association sets the admissions policy; and field ministers make up half of the admissions committee. USRS administers the policy and provides the other half of the committee (no more than 25 percent of the committee is made up of faculty, however).

Admissions is a very important process that everyone takes seriously. The process usually begins in June and ends the following March with tests and interviews. The process begins on the applicant's part, with a pre-application (available June 1). This form verifies that the candidate has met the minimum requirements for admissions. If the pre-application is in order, the applicant then must fill out a formal application and return it to USRS before October 1.

Included with the application are supporting documents. These include the partner's letter of support, references, and the minister's recommendation. All of these documents must be in the hands of the USRS MEP registrar on or before October 1 to be considered for admissions.

After the applications are received, they are sent to sixteen committee members and four alternates. The twenty members of the committee evaluate each form, based on a rating of 1-10, and write out the strengths and weaknesses in each application. These are returned to USRS by the first of the year. The numbers are fed into the computer, and the top forty are invited for the March tests and interviews. Those who are not accepted are sent a letter advising them of the decision of the committee and the reasons for the redirection.

There are some changes beginning March, 1998. The invited applicants will arrive on Sunday, March 1. They will then spend all day Monday taking tests which will include two psychological tests. On Tuesday the interviews will begin. Each applicant will meet (with at least two admissions teams with

two people on each team—one from Unity School and one from the field). They will also meet with a psychologist and/or a psychiatrist, who will go over the test forms. The interviews will last through Thursday noon.

Thursday afternoon the committee will meet. The psychiatrist and/or psychologist will meet with the committee and input the psychological information from their tests and interviews. The committee will then consider all information—application, tests, interviews, psychiatrist's recommendation, minister's recommendation, and so on, and select the new incoming class. Letters will be sent out the following week letting the applicant know whether he/she has been accepted, and if not, why not.

Rumors & Questions:

You are automatically redirected the first time you apply.

This is not a consideration. The committee reviews every applicant determining whether or not they are ready for admissions. The applicant applying for the first time is given the same consideration as the applicant who has applied before.

You can only apply three times; then you are automatically out.

This is not true. If a person has been interviewed three times, the committee will consider whether or not they will interview this person in future years.

The minister's recommendation is given no consideration in the decision making, or, the minister's recommendation is the only consideration given in the decision making.

The minister's recommendation is taken very seriously by the committee. The committee weighs this information along with all of the additional information that it has received. The committee may reject an applicant regardless of whether that applicant has received a weak or strong recommendation. On the other hand, the committee may also accept an applicant regardless of whether that applicant has received a weak or a strong recommendation.

See *MINISTER* on page 23, col. 3



Robert R. Barth
Vice-President
Unity School
of Christianity



Dorothy Genske
Licensed Teacher
Coordinator

Who Are Licensed Unity Teacher Candidates?

Licensed Unity teacher candidates are a vital part of any Unity ministry. They are members who have been regularly attending Unity services, and now wish to become actively involved as a volunteer/leader in their Unity ministry. Because licensed Unity teacher candidates have taken or are taking Continuing Education Classes (CEP) either in their ministries, or at Unity Village; they may even be considered licensed teachers in training.

Since our licensed Unity teacher mission is to serve a Unity ministry by assisting the minister, it is paramount that the candidates get to know their ministers and begin to develop a rapport that will enhance their working (team) relationship. During this time, they will become actively involved in their Unity ministry by becoming a volunteer and attending as many church/center related activities as possible, and also by attending Unity classes.

In Truth, Spirit will reveal candidates' unique gifts/roles at the right and perfect time. Candidates need to be aware of the commitment that they have undertaken, and they must be willing to live the Truth to the best of their ability in all aspects of their lives. Depending upon their abilities/qualifications, candidates serve their Unity ministry voluntarily, performing activities that have been agreed upon by the ministry and the candidates.

It is suggested that candidates and ministers touch base weekly, or go out to lunch monthly with other licensed teachers, who may help serve as mentors for the candidates. In so doing, both the candidates and ministers will become aware of the candidates' special gifts, and also learn how they may share their gifts in their Unity community by actively becoming involved as a Unity leader/church team player.

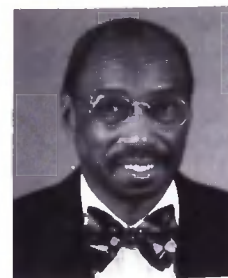
It is important that licensed Unity teacher candidates share and update with their ministry, copies of all their paperwork/forms that are housed at our Association of Unity Churches. Also after they are licensed they need to keep on file a record of the classes that they have taught for Continuing Education Credit (CEP).

As licensed Unity teachers, I personally feel it is both an honor and a privilege, through God's guidance and the application of our Unity principles, to dedicate ourselves daily to live in a pro-

fessional manner that sets the highest example for others to follow. We are also dedicated to serve with loyal, dependable and totally dedicated hearts in all areas of our Unity ministries.

Meet Your Board of Trustees. . .

In the next several issues we will be introducing you to members of the Association's Board of Trustees. We begin this month with. . .



Jimmie Scott became affiliated with Unity in 1976, as a member of Unity of Louisville, Kentucky. He attended the Urban Ministerial School in Detroit, Michigan, from 1981-1983 and the Unity Ministerial School at Unity Village from 1983-1984, and or-

dained as a Unity minister. He began his ministry as associate minister of First Church Unity in Nashville, Tennessee. In 1989 he became senior minister. Jimmie has served on several Association committees over the past years and this June he became the Chair of the Board of Trustees.

Diane Sickler was ordained a Unity minister in 1978, but she has been active in Unity for more than thirty five years. She started in the Unity Sunday school and was a member of the YOU in West Palm Beach, Florida. Since graduation from ministerial school



Diane has served as Unity minister in Maui, Hawaii, Moline, Illinois, and Crystal Lake, Illinois. She is now serving Unity Church of Peace in St. Louis, Missouri, where she has been since 1987. Diane has been very active in the regional and national level of the Association of Unity Churches, and has served on various committees. She has been a board member since 1995.

Expansion

Cont'd from page 18

additional participants in the service. I also conducted a Christmas Eve Candle Lighting Service and New Year's Eve Burning Bowl ceremony. All of these events were done with as much excellence as possible, and the results were fantastic. The people have now accepted the idea that this excellence attracts new people to the church. The energy surrounding the church as a result of this Christmas effort was phenomenal as the new year emerged. It has been building since; it is quite amazing to observe.

I recently organized a survey to identify priorities for education, special service and community building events, and asked that such survey be completed after the service for three weeks in a row. The response was excellent, and the information most useful. I am incorporating two major additions to our support activities as a result of the survey at the present time. I found this a most useful tool in feeling the pulse of the congregation. I had been putting too much value on the input from the board members, and this survey idea now gives a clearer picture of the needs and desires of the congregants.

We are holding our first Women's Retreat on March 22. Terry Lund and Adrienne Dorfman are coming from Unity Village to facilitate this retreat. Our space is limited to 40 women, and we already have confirmed reservations for 26. I'd say this bold move is a success already. Not only have we exceeded our minimum expectation for this event, it looks as if we will be able to provide additional funds to the church general operating fund. I plan on having this retreat annually, and am now in the preliminary planning for a men's retreat in the fall.

These are some of the concepts that have worked well for me. The congregation has responded far greater than my expectations, and I look forward to continued church growth and the joy we all experience from our ministry here in Cape Cod.

Harambee! (hah-RAHM-bay)

by Nora Cox

Yes, harambee is another Swahili word used during the African American holiday called Kwanzaa. Harambee is a call to unity during this festive time every year (Dec. 26-January 1). It means, "We all pull together." As it turns out staff members of the Education Department of the Association of Unity Churches, several individuals from Unity churches around the country, and myself "pulled together" to provide you with clear succinct information about the Kwanzaa holiday.

Telephone surveys were conducted with members of several Unity ministries to determine any questions or concerns that would prohibit them from hosting Kwanzaa if they chose to. Their responses as well as my own observations were combined and addressed in a curriculum piece called "Kwanzaa: The Unity Way." This work was reviewed, approved and published by the Association of Unity Churches in the work called *Time of Family: Volume One*. It made its debut at the *One Spirit, One Soul, One Family* Conference in June, 1997.

"Kwanzaa: The Unity Way" text includes:

- Frequently asked questions.
- Kwanzaa protocol when there is multi-ethnic or multicultural participation.
- A sample Order of Service.
- How to plan a Kwanzaa celebration.
- The Karamu (feast) menu (a sample)
- Resources for music, poetry, heroes, scripture, Unity quotes, recipes and more.
- Kwanzaa glossary and bibliography

In 1998, a full scale Kwanzaa experience will be provided at the convention in Portland, Oregon. If you or your musicians or youth are planning to attend and are interested in participating, contact me at:

**Holy Spirit Healing Ministry
9828 Willow Apt. 4C
Kansas City, MO 64134**

Until then, ask about *A Time of Family: Volume One* and "pull together" your own Kwanzaa celebration.

Hotep (Peace).

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Minister

Cont'd from page 21

The committee wants every minister to know that the minister's recommendation is important, and they ask the minister to be totally honest and open in the evaluation. The minister's evaluation information is kept totally confidential. There are times that an applicant thinks he/she was rejected because of this recommendation, and such an applicant may even tell the minister so. However, the information was not shared with the applicant by any member of the committee.

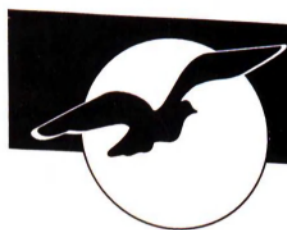
How can you prepare an applicant for admissions?

There are several things that you as an applicant's minister can do to prepare an applicant for the admissions process:

1. Be honest in your evaluation of this person.
2. Make sure that this person has met the minimum requirements and understands that these are minimum requirements.
3. Let this person have active involvement in your ministry. This includes teaching adult classes, teaching youth education classes, platform work, board work, committee work, and so on.
4. Make sure that this person knows how to interview. It can be very intimidating meeting with the admissions committee, and the more relaxed and confident an applicant can be, the better the interview.
5. Make sure this person is well grounded in Unity principles. The committee is looking for Unity ministers.

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DATES TO REMEMBER

Important Dates for: 1997

Executive Committee Meetings
Spiritual Board Seminar
Skills Demonstration Seminar

Sept. 4-10
October 11-17
November 15-21

1998

Association Convention (Doubletree/Jantzen Beach Hotel, Portland, OR)

June 16-20

1997 Regional Conferences

Western
Great Lakes
West Central
Eastern
South Central
Southeastern

April 21-25
September 21-25
October 1-3
October 5-9
October 12-17
October 20-24

Harbourside Hotel - Victoria, BC
Pokagon State Park - Angola, IN
Asilomar - Pacific Grove, CA
Princess Royale Hotel - Ocean City, MD
Omaha, NE
Fieldstone Inn - Hiawasse, GA

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Lee's Summit, MO 64081



Contact

Vol. 31, Issue 5 October/November 1997

Vol. 31, Issue 5 **October/November 1997**[illegible]



Letter from the Chair



Jimmie Scott
First Church Unity
Nashville, Tennessee

Hello, friends and colleagues,

As I scribble this article I have just returned from a week at the Chautauqua Institute, a week in which I've had many opportunities to talk with people from many of the multitude of religious denominations in the USA and Canada. Interestingly, many had never heard of Unity and even when they had much of what they heard had not come from anyone who held intimate knowledge of any of the Unity institutions, i.e., the Association of Unity Churches, Unity School, Silent Unity, *Daily Word*, etc. What that says to me is we are still a well-kept secret and maybe that's as it should be. But what if it isn't as it should be?

What if consciousness (that word we use so freely in Unity to describe those ready to receive our message of Truth) is more a result of external stimulation than it is a condition or attribute of soul, and as such requires that we—the believers in the power of consciousness—do something to impart it to others, do something to spread it and build it?

As a point of reference, in reviewing our current goals and vision, all of which I helped write,

I'm stricken by the fact we have nothing in them about expanding our community in ways that would attract more people. Our language is very much "us" oriented—which could suggest subconsciously we want to remain a closed community.

Ironically, the lecture theme at Chautauqua the week I was there was "Regaining Community in America." If ever there was a concept that embodies consciousness it has to be community. Where else does the stream of subjective life display itself so vividly and in so many different ways? Where else can the "stream of consciousness," as William James called it, flow on so many different levels? Where else does that state of "being" which is characterized by "mind" in the broadest sense, establish itself? The Scripture says: "God is no respecter of persons" (Acts 10:34). This suggests to me that there is but one community, and this being the case, it also suggests that we as an organization can serve all levels of the community and still be in the stream of consciousness, which takes me back to my contention that we are still a little-known entity.

My question to you is, what are WE going to do about it?

Volume 31, Issue 5
October/November, 1997

CONTACT STAFF:

Editor-in-Chief: Glenn Mosley
Supervising Editor: Joann Landreth
Managing Editor: Cheryl Vestal
Circulation: Glenn Mosley, Jr.

Editorial Committee: Chairperson Glenn Mosley, Joel Bachr, Joann Landreth, Norma Rosado, Shay St. John, Jimmie Scott, John Strickland, and Lisa Wittman.

EDITORIAL PURPOSE: The Editorial Purpose of CONTACT is the purpose of the Association: the Association of Unity Churches is dedicated to supporting and strengthening its member ministries by providing human resources, administrative and education programs.

Deadlines: 1st of the month, two months prior to issue date.

Please join us for the 1998 Unity Convention

June 15-20, 1998

Portland, Oregon

at the Doubletree/Jantzen Beach Hotel

(Please note this Convention begins on Monday, not Tuesday!)

Theme:

"New Dimensions: Coming Up Higher"

Keynote Speaker:

Bishop John Spong, D.D.



The following article by Charles Neal, a colleague and previous CEO, is a longitudinal view of our Association over years. Through the coming year, we shall hear from three more previous CEOs/colleagues.

The Field— Then, Now and Future

by Charles Neal

The Unity ministry has changed over the years. Following attendance at the Unity Training School over four consecutive years, and completion of the Correspondence School Course, I entered the Unity ministry in 1958 as a licensed Unity minister appointed by the Field Department of Unity School to be minister of the center in Colorado Springs (the local board was not consulted). The following year, having satisfied the standards set by the Field Department, I was invited by Elsie Shaw, a lay employee of the School and head of the department, to accept ordination. The Field Department comprised of Elsie Shaw, assisted by Ralph Rhea, an ordained minister who doubled as minister of the Village Chapel. Ralph did all the leg work of visiting the centers in the field to put out brush fires caused by erring ministers or overbearing boards. In addition Ralph served as secretary of the Unity Ministers Association (UMA).



Charles Neal
Tulsa, Oklahoma

In about 1962 Unity School asked the UMA at its annual conference to fund the employment of a third person in the department. There was resistance among ministers to paying the salary of a person over whom they had no control. For some years there had existed a feeling among ministers that the department was paternalistic and condescending in its approach and this attitude was holding back the development of local centers. The UMA conference body authorized the employment of a full-time secretary; one to be quite independent of the Field Department and so relieve Ralph of this task. David Williamson was appointed. In the meantime a group

of ministers had united and formed an independent corporation, the Association of Unity Churches (AUC) (*sic*), with a view to promoting nonreligious commercial activities for the purpose of raising funds to develop the Unity movement.

By this time Charles R. Fillmore, grandson of the founders, had become President of Unity School and was grappling with the many challenges of piloting the movement in a much changed world. As part of this, he issued Bulletin IV, a document in which he stated the School would concentrate on its two primary purposes namely (1) providing a centralized prayer ministry, and (2) the publication of helpful literature, and no longer be responsible for overseeing local centers. A deadline of about 18 months was set for the UMA to set up such an organization.

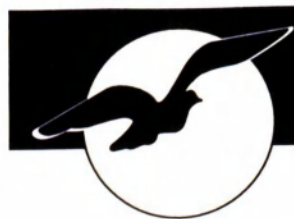
At the next UMA annual conference the already existing but inactive AUC offered to allow the UMA to take over its corporate structure. This was accepted, new bylaws were adopted and Robert P. Sikking, then Unity minister in England, became the Executive Director. Space was rented from Unity School to house the new secretariat. The AUC also took over the training and ordination of ministers, and William L. Fischer was placed in charge of the new educational department. Bob Sikking laid the foundation for our present Association providing much needed services, and the number of field ministries has steadily increased from that time.

There were those who felt that during Bob's regime the number of employees had grown excessively. When in 1981 I succeeded to that post, with the title of Director of Ministry Services, I discovered it was impossible to reduce the size of the staff without impairing the services the office existed to perform. With the increased number of centers and churches within the organization today, and the services provided, this is probably still the case—despite the views of those on the outside looking in. Prior to my taking office the decision for the School to reassume responsibility for training Unity ministers had already been taken. The AUC however, retained the power of ordination.

See ASSOCIATION on page 11, col. 1



Glenn R. Mosley
President & CEO



Shay St. John
Vice President
of Development

A general, on the eve of battle, sat before his computer to input his strategy. Upon completion of all relevant data, he asked the simple question, "Will we win, or will we lose?" The computer shirred and processed the information it contained. Finally, its answer flashed upon the screen: "YES."

The general, unhappy with the answer received, entered more data, and asked, "Yes, what?"

After a few moments more, during which time the computer processed the new information, it flashed its answer upon the screen: "Yes, sir!"

We can dismiss this story as an amusing anecdote. Or we can recognize within its very simplicity a powerful gift. All too often, we are like that general, demanding of life an answer: "Will we succeed, or will we fail?"

And life flashes its affirmative "Yes" before us.

That "Yes" reminds us that as we move forward in life, we are continuously making choices that impact the results we desire. Those choices determine the success or failure of our goals.

Within our Unity ministries, there is a powerful vision awaiting fulfillment. When we ask, "Will we fulfill this vision or not?," Spirit's answer is ever "YES!"

Your Association of Unity Churches holds forth a vision co-created by you, our member ministries.

This vision includes the continued creation of our **Living Curriculum** to provide powerful, transformative tools for our children, youth and families. Its creation requires of each of us a willingness to come together in our unity of purpose—as we did to complete the matching funds program that funded the first phase of this curriculum's creation.

Now, through the year 2000, we will continue to develop needed materials for our families and our global community. As we support this vision with our prayers, our finances, our networking, and our **Caring NOW!**, we will experience the joyous "YES" of its success.

Together we can do what none of us can do alone.

Another vital piece of this vision is our growing

STARlight work. Your gifts to STARlight fund scholarships for our global ministerial students and support our Association's services to member ministries. Right now six students who will begin ministries in India, Canada, and the Dominican Republic are receiving training at Unity School. STARlight scholarships are blessing their studies with support vital to their presence here.

A third program, Contributing Friends, invites individuals to affirm their shared vision of the growth of our Unity movement through their support at a level of \$100 or more annually. Our growing numbers of Contributing Friends make the expansive services we provide possible.

In my work with Unity ministries, I hear questions about the work our development department is doing, how funds are being utilized, what lies ahead as we continue to serve our expanding vision.

It feels important to respond to them in this article.

First of all, designated funds **MUST** be used as designated. This is the law. And this is the commitment of our Association, supported fully by our president, board of trustees, our comptroller and our development department.

Love offerings are placed into our General Fund. These gifts are essential to the ongoing functioning of your Association. Building Fund gifts are used specifically for building costs. Living Curriculum monies go to the creation of this curriculum. Caring NOW! gifts directly support the Living Curriculum.

Second, we now have in place the basic projects of a fully functioning development department. Our planned giving arena will grow as we understand more ways we can utilize planned gifts to benefit both the work of your Association and you, our member ministries.

Endowment is a normal part of planned giving programs. This winter we will announce a Wall of Honor—a beautifully designed sculpture with trees, a flowing river and space within and around it for

See VISION on page 11, col. 3



New minister meets the press

Victor Rosencrans at Unity Church of Truth in Pomona, California, tells of arriving at his new ministry last year. One of his first actions was to contact the editors at all the local media, "I wanted to let people know we were there, and to get the word out about how Unity changes lives," he says.

It just so happened (divine order, of course) that one of the newspaper editors was looking for a one-time column. It seems the usual columnist was unable to contribute for their current issue. Victor then happily seized the opportunity and the editor later made Victor a regular columnist.

"I've been writing columns ever since," he smiles. And what has all this extra work done for the church? Victor thinks the extra visibility for the church within the community is a fine reward.

"I've had calls from maybe four or five people who have read the article each time I write. Then within a couple of months, I'll see one or two of these people showing up for a worship service. I'm very happy with the results."

But Victor didn't stop there. He advertises the church in the local paper, offering a free newsletter as a way to get response. He also continues to send news releases every week to all the media in the area. Some use the material, others don't. It all depends on the amount of other news needing attention at the time.

He explains, "Even appearing in the community calendar section keeps our name out there in front of the public. And every time people see our name, it reinforces our image."

Reporter describes "Spiritual United Nations"

For four years, Victoria Etchemendy in Lake Oswego, Oregon, sent news releases to the local media. During that time the items were announced in the community calendar, but resulted in no articles nor special mention. This was a source of frustration for Victoria.

In the last two years even the more interesting events seemed to be ignored. Never giving up, the ministry got a break last summer. The ministry co-sponsored a gospel concert that brought in people

Simple ideas create news releases with punch

1. Include a strong headline. Use present tense action verbs, as in examples on this page.
2. Put the major point of the release in the first paragraph. Include information in decreasing order of importance. If the editor must shorten it, it will a) be easy to do so without altering the article (if it's too much trouble there is always other releases to print), and b) insure that the most important points are included.
3. Make sure you proofread—typos suggest that the information is erroneous, too.
4. Provide a contact name and number—the reporter must be able to contact you, or your release could be lost.
5. Keep it brief and to the point. Let the reporter call you if more information is needed.

For more tips on starting your public relations file, news releases or marketing in general, as for a free marketing packet.

from various economic groups, bridging the gap between cultures in the community. The combination of art, faith and community involvement merited a newspaper article which promoted interst and people showed up in church as a response to the article. Victoria shares, "We realized we need a growing awareness about all the interesting things we do. People want to know about our ministry."

Nothing else was written for six months. "I had just been saying to a friend that we didn't have any luck with the press. Then I said I was willing for that to be different," says Victoria. And the change in her own thinking made all the difference.

"Then all the pieces came together at once. We received a Templeton radio grant; our seven-year-old ministry was ready for a new beginning; and I had a new attitude." What happened next was unprecedented for the ministry. "A reporter called me without my asking for it in any way and wanted to do an article," she continues. "I sat and chatted with him, without any feeling that I wanted to control what would be written. And it was a better article that I ever could have hoped. For the first time, they really got our mission right!"

To her delight, the article described Unity World
See MARKETING on page 23, col. 2



Lisa Wittman
Director of
Marketing



Linda Harbin
 Radio/Media
 Coordinator

1997 Association Conference Highlights

Our June Conference was exciting and fun! If you were not able to attend, here are some of the highlights:

Two important awards were presented—check the photos below.

Recipients of the Templeton Radio Grants and the Pathfinder Radio Grants were announced and congratulated.

Our two newest campaigns of 60-second radio spots were introduced to the conference body. . .and were received with enthusiasm and applause! They were: *Diversity Series I* and *African-American Series I*. These newest spots and others were featured on a cassette we handed out at our exhibit. If you would like a copy of this cassette "Reaching Out—Using Media," please call or write me.

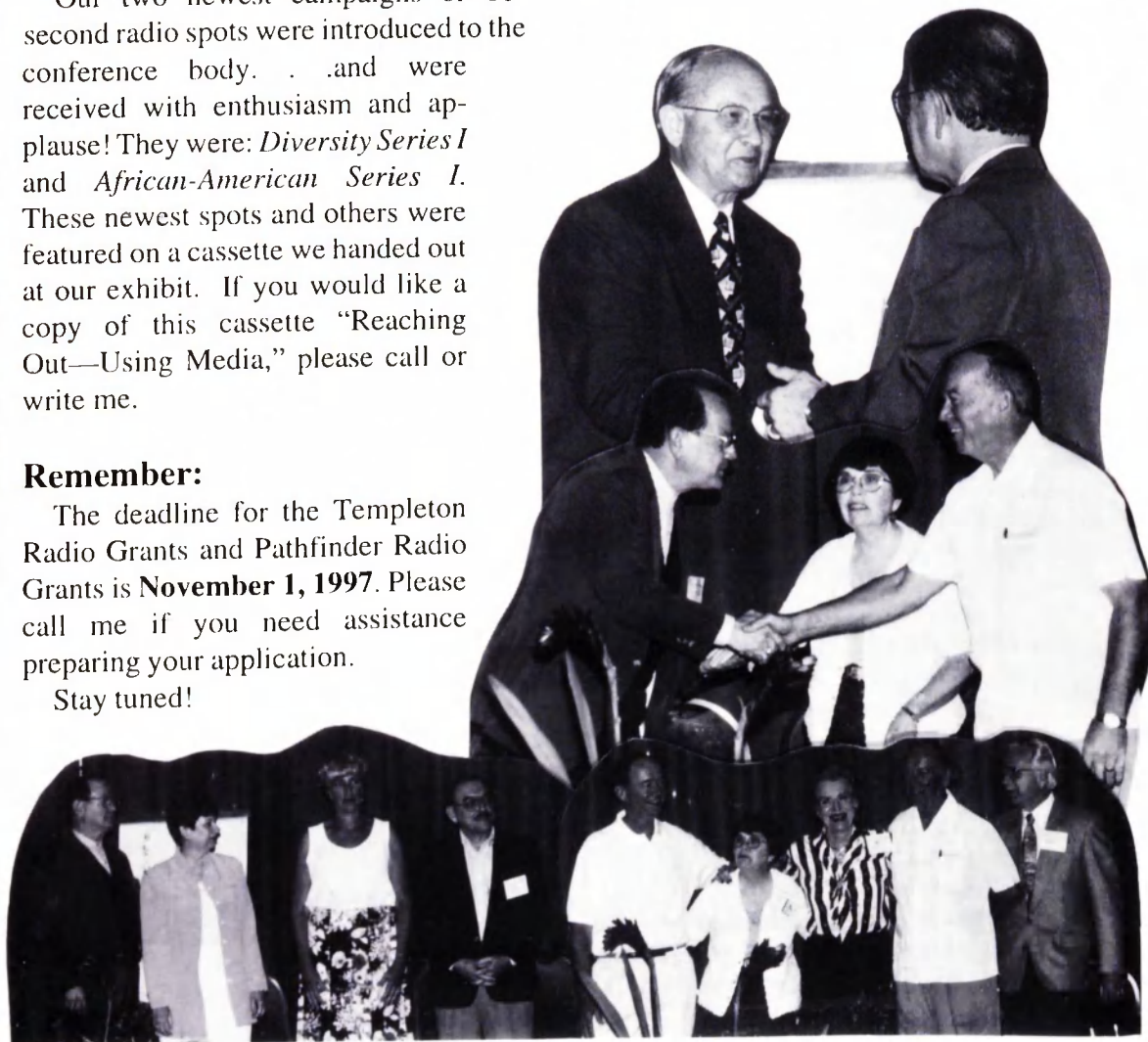
Remember:

The deadline for the Templeton Radio Grants and Pathfinder Radio Grants is **November 1, 1997**. Please call me if you need assistance preparing your application.

Stay tuned!

Consider Radio for the Holiday Season

Our Holiday Series of 60-second radio spots have upbeat holiday messages with appropriate music. The four spots each of Thanksgiving, Christmas and New Year's are ready-for-air with lots of room at the end for your own tag. Order your reel-to-reel of Unity Holiday Series (\$20) directly from the Radio/Media Department at (816) 524-7414, ext. 343 or 345; or e-mail radio@unity.org. *Sample cassettes available.*





Lifetime Achievement Award:

The 1997 Lifetime Achievement Award was given to Eric Butterworth, Unity Center of Practical Christianity, New York, New York. The Lifetime Achievement Award honors an individual who has made a significant contribution to the Unity movement through a history of broadcasting excellence. Paul Tenaglia (photo above), associate minister of Unity Center of Practical Christianity, accepted the award for Eric Butterworth.

African-American Series I

The new African-American Series I was introduced at the June Conference. These nine 60-second spots feature African-American voices and messages and have room for your tag at the end. A reel-to-reel, ready-for-air is \$20. Order yours directly from the Radio/Media Department (816-524-7414, ext. 343) or e-mail (radiomd@unity.org). *Sample cassettes available.*



Voice of Unity Award: Determined by votes submitted by Unity ministers, the 1997 Voice of Unity Award was presented to Howard Caesar, Unity minister of Unity Church of Christianity, Houston, Texas.

Voices of Unity: Write us about your broadcast outreach and we will add your ministry to the list.

Unity of Anchorage, Anchorage, AK:

- Radio KFQD 750 AM, KLEF 98.1 FM, KEAG 97.3 FM (rotating schedule of spots)

Unity/Palm Springs, Palm Springs, CA

- Radio KDES AM 920, 8:00 a.m. & 10:00 p.m., Sun. (30 minute program)

Christ Unity Church, Sacramento, CA:

- Sacramento: Cable Channel 13, Sun. 7:00 a.m.; Cable Channel 16, Sun. 9:00 a.m.
- Bay Area out of San Jose, channel 48 Sun. 9:00 a.m.
- Santa Rosa & Marin Cnty, channel 50 Sun. 8:30 a.m.
- Monterey Peninsula, cable channel 22 Sun. 9:00 a.m.
- Arizona (Sun. 9:00 a.m.): Prescott - channel 7; Mesa - channel 17; Lake Havasu City - channel 17; Yuma - channel 19; Bullhead City - channel 24; Flagstaff - channel 30; Casa Grande - channel 43; Kingman - channel 55; Phoenix and Lower Valley - channel 55.
- Southern NY & western NJ: Manhattan and environs - channel 31 Sun 8:30 a.m.
- Radio KFBU & KSTE

Unity Christ Ch, San Luis Obispo, CA:

- Radio KVEC 920AM, Tues. 1:00 p.m.

Unity Chapel of Light, Santa Maria, CA:

- Cable TV channels 21 and 22

Caymon Unity, Grand Caymon Islands:

- ICCI-FM 101.1, Wed 1:00 p.m.-3:00 p.m.

The Transformative Ctr, Hollywd, FL

- Radio WTMI Classical, Sun. 9:00 a.m.

Unity of Sebring, Sebring, FL:

- Radio WCAL FM & WITS AM

Unity of Hawaii, Honolulu, HI:

- Radio K108 1080 AM, Sun. 9:05 a.m.

Christ Universal Temple, Chicago, IL:

- TV Station 4

Unity Ch/North Shore, Evanston, IL:

- TV Cable Channel 2, Wed. & Fri. 11:30 a.m.; Sun. 2:00 p.m.

Unity Ch of Springfield, Springfield, IL:

- Radio WTAX AM 1240 (various times); TV Community Access Channel 4, Thursday 7:30 p.m.

Unity of Indianapolis, IN:

- TV Channels 99, 20 and 53, Sun 2:00 p.m.

Unity of Cedar Rapids, IA:

- Radio WMT 600 AM, Sun. 7:15 a.m. & 9:15 p.m.

Unity Ch/Christianity, Baton Rouge, LA:

- Radio River 96.1 (4 spots daily)

Detroit Unity Temple, Detroit, MI:

- Radio WQRS 105.1 FM, M-F 5:45 a.m., Sun. 9:30 p.m.

Unity Church of Greater Lansing, MI:

- Radio WFMK FM 99.1, 7:40 a.m.

Unity Church of Muskegon, MI:

- Cable TV Channel 24

Church of Today, Warren, MI:

- TV Channel 50 (Detroit) 8:00 a.m.
- TV Channel 33 (Cadillac) 10:00 a.m.

Unity Ch in Woodbury, Woodbury, NM

- Radio KSGS 950 AM

Christ Ch of the Hills, Branson, MO:

- Local TV Channel 6

Northside Unity, St. Louis, MO:

- Radio WGNU 920, Sat. 3:45-4:00 PM

Unity Village Chapel, Unity Village, MO:

- Radio KCMO 810 AM, Sunday 6:00 a.m. (week delay broadcast)

Christ Unity Church, Albuquerque, NM:

- Radio KHFM 96.3 FM

Unity Church/Santa Fe, NM:

- Radio KRSN AM1490, Sun. 8:00-9:00 a.m.
- SFCTV Channel 6, Fri. 7:00 p.m. (*The Quest*)

Unity Church of P.C., Buffalo, NY:

- Radio WECK 1230 AM, Sun. 7:45 a.m.

Unity Center of P.C., New York, NY:

- Radio WMXV 105.1 FM, Sunday 6:00 a.m.; Cable Ch-16, Monday 9:00 a.m.

Unity of Charlotte, NC:

- Cable Vision Channel 3 & Vision Cable Channel 10. 5:00 p.m., Sun.

Unity Ch of Franklin, Franklin, NC:

- Radio WRFR 96.7 FM

Unity Christ Church, Wilmington, NC:

- Radio WAAV 980 AM, Sun. 10:00 p.m.

New Thought Unity Ctr, Cincinnati, OH:

- WAZU 1360 AM, 8-9 a.m. Sun., 7-8 Mon., 7:55 a.m. daily

Unity Chapel of Light, Tallmadge, OH:

- Radio WAKR 1590 AM, 9:00 a.m. Sun.; TV Ch-29, Cable Ch-7, 7:00 p.m. Sun.

Unity Ch of Christianity, Tulsa, OK:

- Radio KBEZ 92.9 FM (one-minute spots three days a week)

Unity Church of Harrisburg, PA:

- Radio WMSS 91.1 FM, Sun 9:00 a.m.

Asociacion Unity, Santurce, PR:

- Radio WSJ 1560 AM, Sun. 8:00 a.m.

Unity of Knoxville, Knoxville, TN:

- WNOX 99.1 FM and WNDD 99.3 FM, Mon. 7:40 & 8:20 a.m.; Fri. 5:20 p.m.; and Sat. 12:00 midnight.

Unity Church of Austin, TX

- CableVision Chnl 11, Sun. 6:00 p.m.

Unity Ch of Christianity, Houston, TX:

- Radio KODA 99.1, Thur & Fri 7:00 a.m., Sat. & Sun. random
- Warner Cable Odyssey Network, channel 52, Sun. 10:30 a.m. and 6:30 p.m.

Ch of the Hill Country, Kerrville, TX:

- Radio KERV AM & KRVL FM

Unity Ch/Christianity, Nacogdoches, TX:

- Radio KFSA AM 860, Sun. 8:00 a.m.

Unity/NE Tarrant Cnty, Southlake, TX:

- Radio 97.9 FM, Mon-Fri 8:25 p.m., Sat & Sun 7:25 p.m.

Current as of 6/97



Barbara O'Hearne
 Church Management
 Consultant

Personal Best Leadership

I would like to introduce you, or reintroduce you, to the "Leadership Practices Inventory (LPI)"—a tool designed to assess your own leadership behaviors or practices. This inventory was researched and designed by James M. Kouzes and Barry Posner authors of the book, *The Leadership Challenge: How to Get Extraordinary Things Done in Organizations*. On the basis of their research, they believe that "leadership is an observable, learnable set of practices. It is not something mystical and ethereal that cannot be understood by ordinary people. Given the opportunity for feedback and practice, those with the desire and persistence to lead can substantially improve their abilities to do so."⁽¹⁾

Kouzes and Posner develop the "Leadership Practice Inventory" by researching what managers in middle to senior level positions did in their "personal best leadership experience." These were experiences where the person *led* (not managed) a group to achieve some extraordinary accomplishment within an organization.

The research methodology used by the authors included the use of a "personal best" survey with thirty-seven open-ended questions and personal interviews. The data was content-analyzed by two outside raters. The results indicated there are five fundamental leadership practices which consist of two basic strategies each. More than 70 percent of the leadership behaviors and strategies described in the case studies and interviews can be accounted for by these factors.

The reader of this article is encouraged (strongly encouraged) to read *The Leadership Challenge: How to Get Extraordinary Things Done in Organizations* by Kouzes and Posner. Each of the five practices and ten commitments (strategies) are explained in great detail in the book. I found the book inspiring the first time I read it shortly after it was published. I still do!

During the June Conference, I had the opportunity to present a workshop with three outstanding co-presenters. David McClure, Unity minister at Unity Church of Dallas, Dallas, Texas; Sally Burgess, minister of Broadway Baptist Church, Kansas City, Missouri; and Dr. Mike Sokoloff, an independent consultant, also from Kansas City. We

used the "Leadership Preference Inventory" as part of our presentation on leadership. While preparing for the workshop, Mike learned that the inventory had been successfully used in church settings as a tool to help clergy and lay leaders assess their personal leadership practices.

The LPI

There are two forms of the LPI, the "Leadership Practices Inventory (LPI): A Self Assessment and Analysis" and the "Leadership Practices Inventory (LPI): Observer." The LPI-Self is used to assess your own leadership behaviors and includes an extensive "guidebook" for each participant. The LPI-Observer is used to assess the leadership behavior of someone else.

Each form consists of thirty statements, with six statements for measuring each of the five leadership practices. The inventory uses a five-point Likert scale: "1" means that the leader rarely does what the statement describes; "2" that the leader does it once in a while; "3" that the leader sometimes does it; "4" that the leader does it fairly often; and "5" that it is very frequently or always done. Two sample questions from the LPI-Self are: "I am consistent in practicing the values I espouse." "I clearly communicate a positive and hopeful outlook for the future of our organization."

The authors make a strong case for getting feedback from others by having subordinates, colleagues and/or peers complete the LPI-Observer. Research done by Kouzes and Posner indicates that people on an average tend to rate themselves higher than do the observers.

It is very important to remember the LPI should *only be used in organizations where there are HIGH LEVELS OF TRUST*. The purpose of the inventory is to get feedback from yourself and others, about how frequently you engage in the five leadership practices. It is *not* intended to be part of a performance review.

The inventory takes about 15 minutes to complete. The LPI can be scored by the participants or by computer scoring. The amount of time needed for scoring will depend upon the number of observer ratings which have been submitted in advance and the scoring method used.

See *LEADERSHIP* on page 18, c 1

CONFERENCE NEWS



The 1997 One Spirit, One Soul, One Family was a rousing success enjoyed by all. Opening celebrations began at 4:00 p.m. on Tuesday afternoon at Unity Village with a Jazz Celebration featuring Tim Whitmer Productions. After this enthusiastic, exciting program over 500 attendees were welcomed home by Unity School of Christianity. Unity School gave us the red carpet treatment with a beautiful gala reception which was set up in the rose garden featuring everything from an ice carving of a ship filled with shrimp to wonderful fruits and delectable cheeses. Hats off to all those at Unity School who put on this wonderful event. The festivities continued with the opening ceremonies which featured a truly diverse program with prayers and songs offered in Korean, Hindi, French, Spanish, Native American, and English. Next the Light of God Expressing Award was presented to our beloved Gladys Branscum. Congratulations Gladys. We love you, we bless you, we appreciate you. Following this was an inspiring program with Rickie Byers and Michael Beckwith from the Agape Center in Los Angeles, California. And I am sure you will all be glad to know that Ed Townley, our Master of Ceremonies for the Conference, finally received his luggage! He sends his thanks to those of you who contributed to his wardrobe during conference week!

The remainder of the week was filled with spiritual renewing activities, seminars, award presentations, awe-inspiring music and exciting keynote presentations. My special thanks to all of you who participated as well as those who attended to make this such a success.

And don't forget to mark your calendars now to attend the 1998 Unity People's Convention which will be held Monday, June 15 through Saturday, June 20 at the Doubletree/Jantzen Beach Hotel Portland, Oregon. Please note that the conference will begin on MONDAY rather than Tuesday, and we are pleased to announce that we will be offering an expo along with our conference next year. More information on this will follow next month so be sure to stay tuned!



Debbie Ball
Conference
Coordinator

Music News... by Marsha Penrose & Richard Mekdeci

"As enhancements to worship and meditation, we will continue to offer music-related workshops at each yearly conference."

News in the world of music!

As a support service to your ministry, the Association of Unity Churches and Music Committee are focused on enhancing worship by promoting new music in the life of the Unity movement, and reaching resources in the music community. Our concentration this year was:

- ✓ A musician listing update
- ✓ A music director mailing list from newsletter reviews.
- ✓ **Contact** articles by the Music Committee, with suggestions for *Love Notes* usage and ways to musically enhance Sunday services

Developing & marketing music

Best of Love Notes, a compilation of *Love Notes* songs, received national attention at the 1997 International New Age Trade Show in Denver in June. New Editions, the company promoting our 2-tape/CD set, highlighted it in the following ways: inclusion in a product catalog available to registered buyers, visual presentation and audio airplay, daily booth drawings to stimulate interest, and through staff answering questions about the product. Of the New Age retailers visiting the booth, several requested information about our music. We are currently following up on that interest.

We have also been working at the regional level, to have visiting staff or resident musicians introduce the latest *Love Notes* programs. We hope also to have a musician or original artist from each region perform some of these songs at the regional and national conferences.

As enhancements to worship and meditation, we will continue to offer music-related workshops at each yearly conference. These workshops are finalized for 1998, but if you have any suggestions or would like to offer a workshop in 1999 or 2000, we are currently creating those schedules, and would welcome your input.

The Music Committee is also seeking choral arrangements to include in *Love Notes*. Our goal is to offer at least one such selection per quarter.

Again, our biggest marketing and recruiting tool is you! Please share this

information with your music directors or friends, so that they are aware of the resources available.

Reminder: Submissions for the 1998 *Love Notes* program are due by December 31, 1997.

—Marsha Penrose, Support Services

Love Notes Song & Artist Profile Program #11

by Richard Mekdeci

You Don't Have To Worry - Melissa Lewis

The message is that of a loving, unpunishing God who is always there for us. A slow, bluesy, easy to sing spiritual for use with a soloist and choir backup or just soloist in the alto to low soprano range. Great for themes dealing with healing.

Pass It On - Tom Sayers

A great upbeat, R & B feel complete with horns and easy to sing chorus. The message is that of community and brotherhood and that everyone has something to 'pass on' to others. Corresponding Bible verse, Matthew 5:14-16, "You are the light of the world..."

Lord's Psalm - Cathy Bolton & Richard Mekdeci

A simplified interpretation of The Lord's Prayer set to a beautiful meditative melody, easily learned by a congregation. The paraphrased words are easily understood for children's and teens' special services or for regular service as a change from the traditional song. In a high alto range, suitable for congregational singing.

Choose - Carmen Mosier

A great affirmation which tells us that we create our world with the greatest gift that God has given us, the gift of choice. In the style of the modern classics, this upbeat ballad is great for New Year services as well as general empowerment messages.

My Name Is I Am - Noah Karrasch

The words to this song were taken from a poem, author unknown, which beautifully states the nature of God as the eternal "I AM" which dwells in the always present moment. A pop-ballad style in the baritone range, appropriate for healing meditation and general themes.

Together in Unity - Danny Holley

A great pop ballad sung as a prayer for oneness and unity for all humankind as children of God, in the tenor or alto range. This is a wonderful solo song for World Peace, World Prayer services or as a call to worship song.

Association

Cont'd from page 3

Over the years there have been organizational changes. One of these is the emphasis that has of necessity been placed on the works in the field generally being known as churches rather than centers. This was brought about by the need to clearly identify our organization as being one of churches for IRS purposes. The present practice of the church board to have the decisive voice in the selection of a minister rather than there being an arbitrary appointment is good. The appointment of a person trained in conflict management to handle disagreements between ministers and boards is an excellent step, and should relieve the executive office of being accused of being partial to one side or the other. The admissions process now in place has gone a long way toward reducing the number of persons who are potentially unsuited to become ministers. Another step forward would be accomplished if there could be some way of lovingly advising some ministers that the ministry is not necessarily their path of service, and so avoiding the mishandling of some churches.

There will doubtless be other changes in the future. I note a tendency in some quarters to seek to include the laity more in the decision-making process. This would be a retrogression, despite the seem-

ing attractiveness of appearing democratic. Unity is not another Christian denomination. It is a way of life that is not easily come by. Traditionally those ordained by Charles Fillmore and appointed to be in charge of Unity works in the field, were known as leaders, spiritual leaders. To most lay people Unity's teachings are literally a new and unfamiliar line of thought. They most definitely need leadership! An ordained Unity minister has been exposed to a discipline of thought that is not available to the average lay person. Expertise gained in service on the board or other office of a traditional church rather than compensating for this lack, in fact can prove to be a detriment to the conduct and growth of a Unity movement that is faithful to the Fillmore teachings.

Christianity as presented by the traditional churches, whether evangelistic or conservative, has failed to meet the needs of humanity. It presents the myth of the exclusive deity of Jesus Christ, and sadly omits the heart of His teaching—the universal presence of the indwelling Christ or the shared deity of all humankind. If Unity ministers have the courage to fearlessly espouse this unique teaching, it can continue to grow and prove to be the truly significant benevolent influence of the next millennium.

Vision

Cont'd from page 4

plaques to be placed. Gifts may be given in memory of or in recognition of those who have blessed our lives. If so desired, names will be inscribed on plaques that will compliment this sculpture. Funds received will be shared with endowment and our new conflict resolution program.

This Wall of Honor is a special way to ensure the ongoing work of our Association. In addition, it provides a permanent way to recognize those individuals who have made and are making an impact on our lives. I have seven grandchildren—so it will be fun for me to watch their names join the names of other visionaries in our Unity movement.

Third, our development department is committed to a "win-win-win" for our donors, our member ministries, and the Association. Each project we begin has use within our Unity ministries.

We are more than willing to share information with you regarding any of these projects. We invite and encourage you to begin a development department within your ministries. And we will come to work with your board and key people as you begin this vital work.

Each of us understands the importance of a united vision.

Will our projects succeed or will they fail?

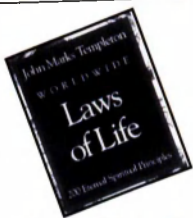
The answer is "YES," and the focus of that yes depends entirely on how we come together in the support that unfolding vision requires.

We love and support you in all the wonderful work you are doing. In whatever ways we can serve you, we are here for you.

Your prayers, your encouragement, your ministry tithes, your personal love offerings, and your networking to potential visionaries who will share our affirmative vision will make the work before us abundantly successful!

"YES, YES, YES, YES, YES!"

John Templeton Books Available from the Association of Unity Churches (816) 524-7414, ext. 331



Worldwide Laws of Life is a 520-page treasure trove of inspiring stories and quotations, which further expand and explore the 200 laws of life that Sir John has identified as the foundations for a useful and happy life.

This treasury of practical morality, personal inspiration, and daily guidance is excellent sermon or class material, or for personal reflection. Its aim is to assist people of all ages to learn more about the universal truths of life that

transcend modern times or particular cultures. **#5195 \$14.22**



Golden Nuggets is an inspiring collection of sayings by Sir John Templeton providing a welcoming book for a person seeking deeper meaning in life. Practical and uplifting advice, based on a lifetime of experience, is gathered in an attractive package for one's personal use or as a perfect gift. **#5194 \$7.38**



CONTRIBUTING FRIENDS

Supporting Members and Contributing Friends Recognition

Thank You !

Donors make the work of our Association possible. Our Board of Trustees created this as one of several ways to acknowledge each of you who put financial feet on our ever-expanding vision. Whether you give to our General Fund, which supports our day-to-day operations, or to a designated Development Fund, which supports creation of our Living Curriculum, STARlight, future building needs, and other special projects, your support is gratefully acknowledged and recognized. Every ministry, every Contributing Friend, at every level of support makes a real difference in the services we provide. You are part of our ongoing prayer circle of love. We invite you to join your prayers with ours as we say a special THANK YOU to all these individuals and ministries. (Any omissions due to our press date will be included in the next CONTACT. This list reflects total gifts received from August 1, 1996, to July 31, 1997.)

Contributing Ministries:

Diamond Sponsors

(\$20,000 or more annually)

| | |
|--|--|
| Unity Worldwide Palm Desert, CA Catherine Ponder, Minister | New Thought Unity Center Cincinnati, OH Jack & Pat Barker, Ministers |
| First Unity Church St. Petersburg, FL Alan Rowbotham, Minister | Unity Church of Christianity Tulsa, OK Charles & Nancy Neal, Ministers |
| Unity School of Christianity Unity Village, MO Connie Fillmore Bazy, President | |

Platinum Sponsors

(\$10,000-\$19,999 annually)

| | |
|---|--|
| Unity of the East Valley Mesa, AZ Joel and Kyra Baehr, Ministers | Unity Church of Christianity Columbus, OH Debra Carter Williams |
| Unity of Phoenix Phoenix, AZ Richard Rogers, Sr Minister | Unity Church of Christianity Dallas, TX Frank & Margaret Pounders, Ministers |
| Christ Church Unity San Diego, CA Blair Tabor, Minister | Unity Church of Dallas Dallas, TX David McClure, Minister |
| Unity Christ Church Gaithersburg, MD Alan & Anne Quay, Ministers | Unity Church of Christianity Houston, TX Howard Caesar, Sr Minister |
| Unity Church of Christ Pennsauken, NJ John & Betsy Salunek, Ministers | Unity of Fairfax Oakton, VA E.J. Niles & Jane St. John, Ministers |
| Unity Church of Christianity Valley Stream, NY Joe Rowe, Minister | Unity of Roanoke Valley Roanoke, VA Diane Scribner Clevenger |
| Church of Unity Westlake Cleveland/Westlake, OH Stan & Barbara Smith, Ministers | Unity Church of Olympia Olympia, WA |

Gold Sponsors

(\$5,000-\$9,999 annually)

| | | |
|---|---|--|
| Unity of Palm Springs Palm Springs, CA Ann B. Martin, Minister | Unity Church on the North Shore Evanston, IL Pat Williamson, Minister | Unity Church of Raleigh Raleigh, NC Jack Graf, Minister |
| Unity Palo Alto Palo Alto, CA V. Stanford Hampson, Sr Minister | Unity Church of Peoria Peoria, IL Linda Foreman, Minister | Unity of the Valley Eugene, OR Baine Palmer, Sr Minister |
| Christ Unity Church Sacramento, CA Dorothy & Phillip Pierson, Ministers | Unity Church of Practical Christianity Springfield, IL Gerry Comstock, Minister | Unity Church of Portland Portland, OR William Clark, Minister |
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Unity of Greeley
Greeley, CO
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Unity Church of Hartford
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Bonita Springs, FL
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Unity Church of Port Richey
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(Cont'd)

- | | | | | |
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Leadership Practices and Commitments

A very brief description of the five practices and leadership commitments are listed below. These are the leadership behaviors used by people accomplishing extraordinary things in organization.

I. Challenge the process

Leaders who challenge the process look for ways to test their abilities and improve their organization. These leaders stay in touch with people, trends, ideas and advice of others especially in the external world. They see ways to step out into the unknown, take risks, innovate and experiment. They view risks and consider mistakes as learning opportunities.

These leaders demonstrate their commitment to challenging the process by their ability to:

- Search for opportunities** to create a new way of life and question the status quo—the “we have always done it this way.” These leaders are out and about, not behind a desk. They are masters of uncertainty and masters of change.

- Experiment and take risks** by modeling risk taking and by being vulnerable to trying and failing in front of others. They institutionalize a process for collecting innovative ideas from everyone in the organization. As leaders they are also learners.

II. Inspire a shared vision

Visions are reflections of our fundamental beliefs and assumptions about human nature, spirituality, technology, economics, science, politics, arts and ethics. Leaders who inspire a shared vision breathe life into what are the hopes and dreams of others by showing how all will be served by a common purpose. They inspire commitment in their followers.

These leaders demonstrate their commitment to inspiring a shared vision by:

- Envisioning the future** by understanding their own and the organization's history as a way to see into the future. They are able to envision an uplifting and ennobling future—usually five years out and

some leaders can extend out 20 years. Visions are influenced by our assumptions about people and the world we live in. The leaders have to ask questions, read and study.

- Enlist others** through a positive style of communication. Such communication is animated, enthusiastic, expresses warmth and friendship. These leaders talk about WE! They give life to the vision by using metaphors, figures of speech, examples, tell stories, relate antidotes, draw world pictures, offer quotations and affirmations.

III. Enable others to act

Leaders are fully aware that to accomplish extraordinary things in organizations people need to work in partnerships. As leaders, they create an atmosphere of mutual respect and trust. They know trust is an essential element of organization effectiveness. It is a key element in the human relationship. “Leaders understand that by trusting others, they are rewarded with trustworthiness on the part of others.”⁽²⁾ As leaders, they get people to work together by developing cooperative goals.

These leaders demonstrate their commitment to enabling others to act by their ability to:

- Foster collaboration** by developing relationships with the people they aspire to lead. They create work groups, task forces, committees to solve issues. They constantly communicate! They have learned when there is cooperation over competition the results are always better. They establish a system of delegation because they know every leader needs one. And, they say WE!

- Strengthen others** by sharing their power because they believe in people and utilize them to the fullest extent possible. Leaders who feel powerful will delegate, reward talent, and build a team composed of people powerful in their own right. These leaders get to know their people and do not take them for granted. They take time to connect people and information. They take time to acknowledge and thank people for who they are and what they do.

IV. Modeled the way

A leader needs to establish high standards by which the organization is measured and a set of values or guiding beliefs. Leaders “walk their talk.” They engage people in working toward a vision by taking the first steps themselves. By creating small wins throughout the organization there will be major victories.

These leaders demonstrate their commitment to model the way by their ability to:

- Set the example** by setting the standards by which others in the organization calibrate their own behaviors and choices. To be a leader you must know your own values and live them. If there are “espoused values” and values-in-use, people will be more inclined to follow the values-in-use and notice the gaps between the two. Each leader has many “moments of truth” or routine events each day. Typical “moments of truth” center around how the leader spends her or his time; the questions they ask; their reaction to critical incidents; and what they reward.⁽³⁾ The leader models how values are operationalized.

- Plan small wins** that form the basis for a consistent pattern of winning in what the organization undertakes. This is particularly important if the organization is undergoing significant change. Communicate the progress in writing and conversations.

V. Encouraged the heart

It is hard work to get extraordinary things done in organizations. Leaders need to inspire others with hope. They bring out the best in people. Leaders use many ways to recognize other people's contributions and find ways to celebrate successes. Kouzes and Poser write, “Leaders are in love with the people who do the work, with what their organizations produce, and with their customers.”⁽⁴⁾

These leaders demonstrate their commitment to encourage the heart by the way they:

- Recognize contributions** made by an individual and teams working toward the

See LEADERSHIP on page 23, col. 1

Association of Unity Churches: FINANCIAL STATEMENT



**As of July 31, 1997:
General Fund:**

| REVENUES | July | Year to Date Actual |
|--|--------------------|------------------------|
| Love Offerings | \$123,529.58 | \$1,057,759.67 |
| Other Income | 8,682.91 | 76,599.27 |
| Gross Profit from Sales | 22,050.13 | 159,916.07 |
| Total Revenue | 154,262.62 | 1,294,275.01 |
| EXPENDITURE | 114,910.72 | 1,006,516.74 |
| INCREASE (DECREASE) FROM OPERATION | 39,351.90 | 287,758.27 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: To Expansion (Tithing) | (12,218.01) | (94,529.99) |
| Less: To Development (Contributing Friends) | (2,013.59) | (12,081.85) |
| Less: To Building Operation Fund for utilities & R/M | (2,898.83) | (28,988.30) |
| Less: To Convention Fund for Line Of Credit | 0.00 | (100,000.00) |
| Add: From STARlight Fund (50%) | 2,447.10 | 27,601.68 |
| Total Transfer | (14,683.33) | (207,998.46) |
| NET INCREASE (DECREASE) OF NET ASSETS | \$24,668.57 | \$79,759.81 |

Unity School Contribution: November 1996: \$12,495.83 Year to Date: \$12,495.83

This is a nonledger item income, representing publication, supplies discounts, etc.

Development Fund (/STARlight/Living Curriculum/Contributing Friends):

| REVENUES | July (Actual) | Year to Date (Actual) |
|---|----------------------|--------------------------|
| Love Offerings—Living Curriculum | \$ 8,559.94 | \$ 262,951.35 |
| Love Offerings—STARlight | 4,894.21 | 50,839.41 |
| Grant Income-Templeton | 15,000.00 | 65,000.00 |
| Others | 3,042.50 | 71,892.10 |
| Total Revenue | \$31,496.65 | \$ 450,682.86 |
| EXPENDITURE | 12,355.15 | 145,042.90 |
| INCREASE (DECREASE) FROM OPERATION | \$19,141.50 | \$ 305,639.96 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: Transfer To Other Funds | | |
| To Curriculum Fund (Restricted) | (6,419.95) | (197,381.06) |
| To Int'l Ministry (Restricted) | (1,223.55) | (13,800.84) |
| To General Fund (STARlight) | (2,447.10) | (27,601.68) |
| To Legacy Fund (Restricted) | 0.00 | (4,820.19) |
| To Building Operation Fund | (942.66) | (7,197.50) |
| To Building Fund (Restricted) | (484.91) | (1,403.46) |
| Total Transfer Out | (11,518.17) | (252,204.73) |
| Add: From Contributing Friends (General Fund) | 2,013.59 | 12,081.85 |
| Total Transfer | \$ (9,504.58) | \$ (240,122.88) |
| NET INCREASE (DECREASE) OF NET ASSETS: | \$ 9,636.92 | \$ 65,517.08 |

**"Thank you
for your contri-
bution. We see
the door opening
for limitless
outpouring of
the abundance of
Spirit into your
life and into
your ministry."**



Martha Mosley
Vice President
of Education

Postgrad What???

Postgraduate credits seem to be misunderstood and much maligned. Ever wonder what they are? Why do we need them? What's the Association up to now?

What are postgraduate (grad for short) credits? All ministers and licensed teachers, unless retired, must have at least ten (10) postgraduate credits every three years. Postgraduate credits are the major component for encouraging us to keep updating our skills. In today's world can anyone keep up? Ongoing learning helps us with fresh approaches to teaching and learning, new information, and new ways of presenting the same truths to keep our students and ourselves interested and growing. When we take classes or workshops, credits may be assigned by the Association's Education Department based on the number of hours involved in the program. We work with hours in the classroom rather than traditional credit hours used by colleges and universities.

How do I get credits? There are several options for classes or workshops. Our Association's annual conference and regional conferences are primary ways. There are other options. For example, some courses may be taken locally. Also, every graduating teacher or minister received 10 postgrad credits upon graduation from the Skills Demonstration Seminar or the Ministerial Education Program.

What qualifies for postgrad credit? The working criteria is that the subject matter must enhance teaching skills, communication skills, or help provide tools for professional growth. We agree it could be argued that anything that grows us personally and spiritually could fit this criteria, but personal growth is not the role or purpose of postgraduate credits. That should be the normal business of every individual that seeks to teach

classes and be involved in any leadership role, whether in a Unity ministry or elsewhere. Personal growth and professional growth are often confused. For professional growth, the material should directly relate to the role of the licensed teacher or minister. Examples would include those stated above along with such topics as roles and responsibilities of the minister, board, and staff; the role of the licensed teacher when no minister is in place; the relationship (or non-relationship) of the licensed teacher with the board of trustees; stress management; the care of troublesome people in the church or classroom, learning to work as a team player, etc. Other enriching times such as meditation and prayer times, sharing times, heart talks, etc. would not meet the criteria, nor would topics such as personal spiritual growth, spiritual dance, creative expression, etc. These relate more to the enrichment of one's spiritual self than to classroom and professional skills for ministry. This criteria is applied to all workshops, classes, and seminars, whether at national or regional conferences, or programs taken locally.

What happens when I request credit? If not supplied with the request, the Association Education Department will ask for documentation on course content, length, and how it relates to professional ministry or teaching. When received, we will then compare it to the above criteria, and if it meets the goal, will assign credits based on the number of clock hours you were in the program. Records are maintained in the Education Department. We do not routinely send out confirmation of the information received.

What if I don't keep up my postgrad work? Nothing—unless you wish to teach classes for CEP credit. Unity School tracks CEP credits, the Association tracks postgraduate credits for individuals already licensed as teachers or credentialed ministers. If you teach a class for CEP credit, when the forms for CEP credit for the See *POSTGRADUATE* on page 22, col. 1



A Time of Family... Questions to Ask!

So many of you are enthused about **A Time of Family!** Events are being planned in your churches. I've heard about a summer solstice, a BBQ and Fun Fest, plans for Halloween, pot luck parties and many more exciting happenings.

I have also seen some very thoughtful considerations given to **A Time of Family**. In his March 97 newsletter, Lawrence Palmer of Unity Christ Church, St. Louis stated:



"We will be focusing on and honoring the larger sense of FAMILY as inclusive of all the varied forms in which individuals band together.... When we experience

the true spirit of FAMILY in the context of church, the healing of the past can begin and a new point of view can be created." He pointed out that no existing definition "clearly describes what FAMILY means in our context. Being the empowered co-creators that we are, let us then formulate our own description and image of FAMILY."

He indicated that one characteristic of family consistent in every field is the sharing of something in common among the members. This could be a specific genetic signature, a bloodline, a belief system. In Unity "on the most basic level, our commonality is the belief in oneness."

Creating a shared meaning and vision for **A Time of Family** is a vital part of your implementation. Then each time anything is planned relating to the concept, ask yourself these questions:

→ Does your promotional material specifically invite everyone? Even those who are not "traditional families or whole families?" Check all fliers, news releases, and other communication sources to be sure there is inclusive wording.

→ How will your events help attendees feel a part of family? Hopefully plans included creation

of small groups for eating, for games, for discussion. Some churches have held events where they have assigned "family groups" in order to encourage the mixing and getting acquainted with others. Just showing up at an event does not "create family" for a newcomer or a single person.

The new publication, **A Time of Family: Volume One**, contains family-building recipes. To use these you might want to create groups of 8-12 people who don't know one another very well and have them experience one or two of these. As they have fun together, they become willing to risk more. I would suggest you consider page 40, #1 A Silent Knot and page 43, #8, Twelve Power Ball. Twelve Power Ball could be adapted to ABC Ball by calling out the letters of the alphabet consecutively. When the ball hits the ground, start again with A.

→ Another question I have is ... What are you including which has a spiritual focus? What makes it different from just being a family reunion? What helps to create genuine community or authentic interaction with one another? Playing together is a start. Praying together is a must sometime during the event; the opening may be a good time for this. Introductions and/or nametags are worth lots in increasing friendliness. The seemingly contrived activities do structure shared experiences which are a key to getting to know one another.

Then closing as a group is highly desirable even if it lasts only two minutes. Form a circle to sing the Peace Song holding hands. This reaffirms a feeling of connectedness. Before singing encourage everyone to take a moment to see God in the others in the circle. Invite them to mentally recall the best part of the event for themselves and express a silent "Thank You, God." Encourage and invite laypersons to lead this closing. As everyone continues to look for the spiritual dimension in every event at church, so that dimension truly becomes more visible.

I know that already you are doing many if not all of these things. If you want to share additional tips on ways to create genuine community or authentic interaction call me at 816-525-9465 or send an email to <cur@unity.org>. I love to hear what's happening!



Anna Andes
Curriculum
Coordinator

Postgraduate

Cont'd from page 20

students are sent in to Unity School, they will verify eligibility of the instructor. If the instructor's postgrad credits have expired, the students who took the class will not receive CEP credit.

In the past I have called and you didn't have my credits posted. This is certainly possible, and we ask that you accept our apology. We have been updating our computer tracking system for the past several months. In juggling priorities, we worked on it as much as we could. We now have the system in place and are getting all the credits entered.

I had 100 hours worth of work and you only show 10 credits. Again this is

certainly possible. Because we require 10 credits, we enter the most recent information. If more than 10 hours were taken at a time, we may not enter them all. You don't need them for our purposes, and we can use the computer space. We recommend that you also keep copies of any documentation you send us as a double check if you are concerned about the number of courses or credits.

Ministry and teaching are certainly journeys of amazing growth and fulfillment. We want to support your continuing growth and unfoldment as a minister and teacher, and postgrad work is part of that encouragement. If you have further questions, please do not hesitate to call or write us.

Meet Your Board of Trustees. . .

In the next several issues we will be introducing you to members of the Association's Board of Trustees. This month we introduce. . .



Prior to her ordination in 1976, **Thelma Hembroff** had a successful career in health food store management and real estate sales. Upon graduation from ministerial school, Thelma organized a study group in Vallejo, California, and served Unity ministries in Memphis, TN; Detroit, MI; Ft. Wayne, IN; Kansas City, KS; and Joplin, MO.

Thelma founded Unity Christ Church in Memphis, TN, where she has served since 1985. Thelma has been active in the Association, serving on such committees as Placement (now known as Ministry Employment Committee) and Licensing and Ordination.

David Durksen was ordained in 1979 and served in Unity Church of Truth, Spokane, Washington, before accepting the position of co-minister (along with his wife, Alice) at Unity Church of Victoria, British Columbia, Canada, in 1982.

David has served on several Association committees and is very active in the Association of Unity Churches-Canada, having served as a member of its board since 1983, and as President since 1988.



Are you interested in your church growing?

Consider attending the Church Growth and Development Conference being held at one of the Association's fastest growing churches. Share four exciting days with successful leaders joining with you to create thriving, healthy, spiritual communities to meet the challenges of the 21st Century.

1998 Church Growth and Development Conference

March 25-28

**Unity Church of Overland Park
Overland Park, KS**

**For a flyer and information call
Unity Church of Overland Park
913-649-1750**

Just the Fax. . .

The following ministries are in need of a fax machine:

Unity Church of Practical Christianity
1243 Delaware Avenue
Buffalo, NY 14209
716-882-0391

Unity Church of Shreveport
721 College Street
Shreveport, LA
318-425-4401

Unity Church of Merced
305 West 26th Street
Merced, CA 95340
209-723-3427

Plan now to attend
**Focus on Fund
Raising Training**
April 18-23, 1998
Unity Village, MO

Annual Auction
will be part of the training.
*All ministries are invited to share
a gift with us for this auction.*

Leadership

Cont'd from page 18

vision and goals. Successful leaders have high expectations of self and others. They do not give up on people for in doing so they are giving up on themselves and their judgment. Leaders are creative and spontaneous in the many ways they say "thank you."

•**Celebrate accomplishments** by "cheerleading" and honoring people for their successes. It is a way of calling attention and reinforcing key organizational values. In the process of celebrating accomplishments leaders create social support networks. People begin talking about the organization, sharing information and wanting to work together.

"Leadership is an affair of the heart, not the head."

Summary

The LPI-Self-Assessment and Analysis (aka the guidebook) provides worksheets for the individual to work independently on as they review their LPI feedback. In addition, there are action-planning worksheets that can be completed for each leadership practice the person wants to improve.

When used by an experienced facilitator, I believe the LPI has value for ministers and boards of trustees in learning more about their own leadership behaviors and effectiveness. If you want to change your leadership practices or continue developing your leadership behaviors this inventory provides guidelines and suggestions.

For more information

If you are interested in learning more about the Leadership Preferences Inventory contact Pfeiffer & Company, 350 Sansome Street, Fifth Floor, San Francisco, CA 94194-1342.

I will be happy to share my experiences with the LPI Inventory and answer any questions you may have. I can be reached at 816-531-3353; 816-753-8200 (fax); ohearn@qni.com (email) or Oak Hall #1212, 4550 Warwick Blvd., Kansas City, MO 64111.

⁽¹⁾*Leadership Practices Inventory LPI Trainer's Manual*, by James M. Kouzes

and Barry Z. Posner, San Francisco: Pfeiffer & Company, 1994, page 1.

⁽²⁾*Leadership Practices Inventory LPI Trainer's Manual*, page 5.

⁽³⁾*The Leadership Challenge: How to Get Extraordinary Things Done in Organi-*

zations by James M. Kouzes and Barry Z. Posner. 1987, San Francisco: Jossey-Bass, page 201.

⁽⁴⁾*The Leadership Challenge: How to Get Extraordinary Things Done in Organizations*, page 239.

Marketing

Cont'd from page 5

Healing Center as a "spiritual UN." It appeared on the front page as a feature, with beautiful color photos! Victoria feels it was her change in consciousness and attitude toward the reporter that created this possibility. We also note that her persistence and involvement in the community are great examples for anyone interested in public relations.

I promised you stories about Unity ministries using marketing ideas, and here are two. If you have a story to share, I would love to hear it. Contact me, and your story may end up in Contact!

Fax service gives timely information

Barbara O'Hearne and I have started a new partnership. In crime? No, in fax. Called *The Fax...Just in Time*, it's designed to provide church leadership information to churches.

We continually gather information on the cutting edge of church leadership. We searched for a way to convey this to you in a timely, easy-on-the-budget way (thus eliminating another newsletter on both counts). Our best option to date is by broadcasting a fax, one page, every two weeks or so. We also have plans to take it to e-mail. For a sample issue, watch the Association of Unity Churches Web page (www.unity.org).

If you have e-mail or a **dedicated** fax and want to receive *The Fax...Just in Time*, notify Barbara O'Hearne or myself. If you're currently receiving it, we'll also welcome your feedback on how you like this service.

Marketing videos available to you

Call me to borrow any of our small collection of marketing related videos for the cost of shipping both ways:

- *Publish in Parish, Creating Your Newsletter*, a teleconference by the National Public Relations Council. In an interesting talk show style, a panel of experts gives information and how to's on publishing your own newsletter.
- *Assimilating New Members, The Workshop Video* with Roy Oswald. Though fairly dry, this two-tape set gives good information on making new people feel welcome and included.
- Video seminar series with George Barna, church marketing researcher:
 - *Ten Myths About Evangelism (Surprising Insights on How to Reach Changing Generations)*, debunks some of the popular ideas about evangelism and tells how to be more effective in outreach for the changing culture.
 - *Trends That Are Changing Your Ministry World*, discusses the ways the culture is changing, and how the church can respond.
 - *How to Turn Around Your Church*, gives ideas for overcoming barriers to growth and bringing new life to your church.

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DATES TO REMEMBER

Important Dates for: 1998

| | |
|---|------------------|
| L & O Meetings | January 19-22 |
| Mid-Year Meetings | January 20-28 |
| Regional Education Services Consultants Meeting | February 22-27 |
| Field Licensing Seminar - Year 1 & 2 | March 8-13 |
| Skills Demonstration Seminar | March 27-April 3 |
| Focus on Fund Raising Seminar | April 18-23 |
| Caring Hearts Across Time Banquet & Auction | April 21 |
| L & O Meetings | June 8-11 |
| Association Pre-Conference | June 10-12 |
| Adults of Unity | June 13-19 |
| Association Convention (Doubletree/Jantzen Beach Hotel, Portland, OR) | June 15-20 |
| Certified Spiritual Educators | June 27-July 2 |
| Licensed Teacher Postgraduate Week | June 28-July 3 |
| Skills Demonstration Seminar | July 24-30 |
| Youth of Unity Conference | August 2-8 |
| Spiritual Board Seminar | August 27-30 |
| Executive Committee Meetings | September 10-16 |
| Gift Planning (Planned Giving) Seminar | October 10-16 |
| Skills Demonstration Seminar | November 13-20 |

ASSOCIATION OF UNITY CHURCHES
P.O. Box 610 Lee's Summit, MO 64063
(816) 524-7414

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Lee's Summit, MO 64081



Contact

Vol. 31, Issue 6 December 1997 / January 1998

Vol. 31, Issue 6 December 1997 / January 1998



Letter from the Chair



Jimmie Scott
First Church Unity
Nashville, Tennessee

Hello, friends and colleagues,

As I've traveled around the country from region to region I am often quite amazed and amused by some of the comments I hear. Comments like the Association makes all the decisions and expects us (the regions) to follow their dictates ... The Board (i.e., Board of trustees, Executive Board) wants to maintain power so they don't keep us informed, or let us in on 'their' decisions. "They" don't care about us out in the field ... and on and on and on.

Listening to all this has made me aware of a number of organizational realities. Numerically they are:

- 1) A sizable number of our members apparently aren't involved in the committee process or they would know the "Boards" for the most part (probably 95 percent of the time) follow the direction of the committees.
- 2) If there was any real "power" involved in what

is for the most part a thankless job everyone would be clamoring to participate in the "Board" selection process. I have not found that to be the case, nor do I feel empowered. What I have found to be the case though, particularly in my eleven plus years of involvement, is most of the people I've worked with at both the committee and board level are just eager to serve.

- 3) In my deliberations with Association staff, committee members and board members, the level of caring and concern is extraordinarily high. Does this mean we are a perfect organization? No.

Does this mean we should endeavor to improve? Yes. But, the only way we can improve in my opinion, is with your participation. The ball is in your court.

Peace.

Meet Your Association Staff...

The marketing department has added a new part-time person. Cary Herold is a native of Atlanta, Georgia. After moving here two years ago, she and her husband, Dave, settled in Lee's Summit with their three children. Cary works with us by sending out marketing information for field requests, working with surveys and helping us to be more efficient in countless ways. Cary lived in southern California for about five years in the 1980's and worked for a marketing firm where she caught glimpses of such personalities as Michael Landon, Buddy Ebsen, Goldie Hawn, Ron Howard and John Ritter. Some of her outside interests include traveling, cooking and surfing the Net. This fellow chocolate lover brings the gifts of a helpful attitude and dedication to the department.



Debbie Allen came to work at the Association on May 12, 1997. This is not her first career; she is an electronics technician and has been for almost 20 years. Her love of Unity led her to be the secretary and then church coordinator of the Unity church in Joplin. Debbie says, "I was a resident of Joplin for 42 years where I graduated from high school and attended two years at Missouri Southern College. I married right out of high school and in 1980 my son Mickale came into my life. With Mickale I became very active in youth activities and started a YOU group in Joplin. I became aware of the Radio/Media assistant job in March and applied, sold my house, released my job, and moved to Lee's Summit—a move which I have not regretted." Debbie plans to take CEP classes soon.



Volume 31, Issue 6
December, 1997/January, 1998

CONTACT STAFF:

Editor-in-Chief - Glenn Mosley
Supervising Editor - Joann Landreth
Managing Editor - Cheryl Vestal
Circulation - Glenn Mosley, Jr.
Editorial Committee: Chairperson Glenn Mosley, Joel Baehr, Joann Landreth, Norma Rosado, Shay St. John, Jimmie Scott, John Strickland, and Lisa Whitman.

EDITORIAL PURPOSE: The Editorial Purpose of CONTACT is the purpose of the Association: the Association of Unity Churches is dedicated to supporting and strengthening its member ministries by providing human resources, administrative and education programs.

Deadlines: 1st of the month, two months prior to issue date.



In this issue of *Contact*, my guest columnist is our beloved retired colleague, Vesta Barth. Vesta's husband Robert (the one with brown eyes) served in Bremerton, Washington (Robert as minister, Vesta as licensed teacher). They were co-ministers in Seattle; Kalamazoo, Michigan; and Gleneden Beach, Oregon. For years Vesta has written her humorous-serious "Dear God" columns in ministry newsletters. Her "Dear God" letters will appear periodically in either *Contact* or *Minister's Letter*. Watch for them.

Dear God,

In keeping with the spirit of this holiday season, and in thinking about Your Christmas story, I thought I would share one of my own. It, too, is true and I don't even protect the innocent, but perhaps in my sharing a lesson can be learned.

This happened over thirty years ago before even the thought of anyone in our family entering the ministry had popped into our heads.

We have always loved having our tree up as soon as possible after Thanksgiving, and as this can be extremely hazardous with a real tree, the one with the brown eyes and I decided at this particular time to buy a fake tree.

There were very few pretty fake trees at that time as they were fairly new on the market, but we found one that looked like a blue spruce. It was really lovely and looked like the real thing. We brought it home with joy in our hearts and when we told our three of our great purchase our daughter, Cindy, immediately filed divorce papers from her parents. She said she had just cause because it didn't even smell like a real tree. I think she had a kink in her neck the whole holiday season from not looking at our tree.

As the great day drew near it snowed and snowed adding just the right touch to the coming event. At that time the one with the brown eyes traveled extensively, and three days before Christmas we four were waiting with anticipation in our hearts for his

arrival home momentarily. We were so excited about his homecoming that son Bob (known to all of you as Vice President/Senior Director of Education for Unity School) with great exuberance just happened to give a swift kick in the air which threw his shoe right past the tree and through our front window. We were a little startled by this sight, even more-so by the fact the brown eyed one had driven up in front of our house. Needless to say we, or rather I, had to think quickly how to explain this unusual occurrence of the shoe coming through the glass. As You had so often helped me in the past it came to me in an instant what I should say. I told the brown-eyed one that Bob was just trying to let the snow blow in on our tree so it would look more real for Cindy. He looked at me in an odd way and although he was almost speechless, he did manage a few select words here and there.

That is not the end of this story. The window was fixed and December the 24th arrived. We had much to do as family was coming over for Christmas Eve dinner and I, of course, had to have my hair done before getting into the preparations for dinner.

The brown-eyed one took me to the beautician, and since I had much to do I was in a hurry. Well, for some reason my stylist just fiddled around making phone calls to all her relatives and I don't remember what all, but she had never taken so long to do my hair as she did on that day. I was beginning to be a might miffed about the whole thing. Finally she was finished and I rushed out of the shop as best I could in six or so feet of snow to get in the car. The brown-eyed one said to me "let's go downtown and look in the store windows." I thought he had lost his mind and told him so. I went on and on about all the work I had yet to do before company came. He took me home in some circuitous way which didn't make me any happier. We only lived just a few blocks from the hair salon! But the snow was too deep for me to walk home.

We arrived home and I hurried into the house. For a moment I thought I was in someone else's home. The living room and dining room were not as I had left them a couple of hours before. There was new carpeting on the floors and all the furniture in both the living and dining rooms was new. I See LETTER TO GOD on page 13, col. 1



Vesta Barth



Glenn R. Mosley
President & CEO



Shay St. John
Vice President
of Development

Resolutions— A New Year Tradition.

Rather than a once-a-year activity, consider creating a Code of Ethics. For your personal life, this code is an invaluable tool for staying on course throughout the days, months and years ahead.

Key leaders, staff and trustees within the church benefit from a clear Code of Ethics. This code, created by those in leadership roles, guides the quality of work to be done and of the services the ministry provides. Our Association's Resource Development manual contains four patterns for possible codes. They can be used as a catalysts as your board and leadership create a guideline for themselves and future leaders. You can order this manual through our order department.

Celebrating this New Year, I share some guidelines that direct my life and the work of our Development Department. C J. Southern, Al Sears and I are dedicated to helping our Association and the ministries we serve as they put financial feet on the visions that guide them.

1. What come first.

Integrity. Ethics. Response-ability. These qualities guide every department project.

2. Excellence in services.

Caring standards and high quality are prerequisites. Responding to your requests, whether in personal work with key leaders at your ministry, special trainings on fund raising or through the use of mail, fax, email and phone, quality responses to your emerging questions are a priority.

3. Vision, mission and goals.

Dazzling dreams. Glorious visions. Our Unity movement stands on its tiptoes, reaching ever higher to let more of God express. We follow three overriding objectives: to serve you with love; to provide those we serve with the best; and to make a difference in all we do.

4. Those good old and new days.

Our Unity history is the foundation upon which we stand. Celebrating our past, we look to the future and vision our greatest challenges, opportunities and successes to be found there. Tomorrow will be more exciting, more fulfilling, more productive and more rewarding than the sum of all our tomorrows.

5. Loving creativity.

New ways. New solutions to funding our future. Yes! Creativity in alignment with Unity principles insures fulfillment of our dreams.

6. Ask. Ask questions.

When anything is unclear, ask. Be responsive to new understandings and greater clarity. And dare to invite others into y/our shared vision. Measurable, believable fund raising goals are essential to the expanding vision of y/our board of trustees. A creative plan with specific objectives guides the work development does.

7. Dependability.

You can count on us. We are here for you.

8. Passion and optimism.

I believe in our Association and I enthusiastically embrace all that it does. God is actively guiding the work of this Association and the ministries we serve. Passion. It's infectious. Let us bring to our donors, prospects and volunteers a passion and zeal that is joyously contagious. Our optimism will influence the total morale of all those whose lives we touch. Be a builder. See the bright side.

9. A can-do attitude.

I deeply believe in the projects before us. We can do it. These four words guides my actions. And I believe in miracles—miracles that make our dreams realities. Decide. Dare. Do. Say YES to the joy of this day in which new steps forward will be taken. Together, we can and will do it.

See RESOLUTIONS on page 20, col. 1



Putting Some "Cheese" In Your Church Ad

It's like putting bacon with eggs... cheese on a hamburger... or in your case, a memorable phrase or image with your church ad. By no means am I comparing finding salvation to a bite of a juicy cheeseburger, but it can be that simple. Let the readers know that your message is something they can't do without. With every bite of life they take, however bitter or sweet the taste may be, it could always be made better.

Creating the ad that gets noticed can be more difficult than it seems. Churches or study groups with a small ad budget have an even tougher time. Here are just a few helpful hints to create effective and eye-catching ads.

The Ad Visual

- Your visual should be a single, powerful image that reinforces the message.
- One piece of artwork (including photos or illustrations) is best.
- Have a clear, concise message. People won't work hard to figure out what the message is (especially in newspapers).
- Don't be afraid to leave white space. Too much info turns off the reader and clutters the ad.

Emphasize Benefits

- Choose one main idea for your ad.
- Focus on one main benefit.
- What will your offering/event do for the reader?
- Focus on the reader, not the offering (i.e., a sense of peace in the midst of a busy world, vs. a meditation class).
- Please, do not attempt to tell readers everything about your church. You are only trying to generate interest, not sell your church.

Reality Check

- Test your ad with someone who knows nothing about what you are advertising.
- Ask if they understand what the piece is saying.
- Take notes of any reactions they may have. Don't be afraid to test it on more than one person.
- Always run Spell Check on your computer and always have one or more people proofread the ad copy.

Possible Ad Themes For Your Ministry

- Teachings of the ministry
- Programs or classes offered (for children and adults)
- Special events you are sponsoring
- Spiritual and/or psychological benefits

Just a helpful reminder:

If your ad is going in a newspaper, don't let the paper decide where to place the ad. Most of the time, when an ad of religious or spiritual nature is placed, it automatically is run in the religious or applicable section. You give the paper money to run the ad, so put it where *you* want it! Don't be afraid to try different sections. Regardless of what the newspaper says, some sections are read more than others, such as... Sports, Lifestyles, or Entertainment. Costs may vary from page to page, so you may have to pay more for the Lifestyles page or Family section, but it is worth it.

Whatever the occasion or event, an ad in a newspaper, local magazine, radio announcement or even a self-printed flyer does make a difference. *You* make a difference! Let people know that.

Join us in welcoming Aaron James, the Association's new Marketing Project Specialist. He states, "I've never been a specialist in anything, except maybe lying on the couch." Seriously, Aaron is a young go-getter with a background in advertising copywriting/media scheduling and hopes to see Unity into the next millennium. His wife of three years will attest to the former statement, but she loves him anyway. We have already grown to love him as well. Aaron categorizes his newly-found family at Unity as "the most uplifting and accepting group of people I've ever known."

Growing up in the rural Missouri town of Ste. Genevieve, Aaron values honesty, hard work and family togetherness. "Leaving the town was difficult for me, but the family comes with you inside." Upon departing, Aaron enrolled in Southwest Missouri State University, where he excelled in advertising, writing and "extracurricular activities." Those extracurricular activities enabled him to meet his future wife Susanne, then a grad student in Special Education. They married in 1994 and have lived in the Kansas City area for the past three years. They plan to start a family, he says, "Sometime soon." (We couldn't lock him into a date.)



Aaron James
Marketing Project
Specialist



Broadcasting the Unity Message

RADIO/MEDIA NEWS



Linda Harbin
Radio/Media
Coordinator

Radio/Media Workshops in the Field

It's time again to review the past year and prepare for the new year ahead. This past year has been very busy and exciting in the Radio/Media Department. I've met many new friends while teaching MEP and CEP at Unity Village. Calls and questions come in daily from field ministries who are beginning to form their media committees. They are wanting to create a broadcasting/media plan and are asking "how can we apply for a Templeton Radio Grant?" Our "Reaching Out—Using Media" workshop was presented in five different field locations this year. And a new workbook with new examples and ideas was designed in April for our workshops and classes.

I want to recognize and express a special "thank you" to all the ministries that hosted this event and invited me to share the radio/media workshop. A warm "thank you" to all the ministers, licensed Unity teachers, PR committee members and congregants from each church who assisted with organization, publicity, room arrangement and preparation of food—details so necessary for a smooth-running workshop. Each ministry hosting our workshop was unique. Here's a mini tour of our workshop schedule and some news about our host ministries.

In February, "Reaching Out—Using Media" was presented at Unity of Joplin in Joplin,



Linda Harbin (far right) and the Public Relations Committee of Asociacion Unity de Cristiasmo Practico during "Reaching Out—Using Media" in Santurce, Puerto Rico.

Missouri. People from three ministries in Missouri and Oklahoma attended this three-hour workshop. The board members and the outreach committee in Joplin (no minister at the time) worked together to take Random Acts of Kindness to the entire community of Joplin. They sent letters to all the local churches, schools and civic organizations, asked their mayor and mayors in surrounding communities to observe the day, gave away Random Acts of Kindness buttons and set up a booth at a local mall to give away buttons, hot chocolate and bookmarks. As their outreach blossomed, Unity of Joplin was approached by the two local TV stations for interviews, and featured in an entire column in the local paper. The way



(Standing, l to r): Norma Rosado, Carmen Baerga, Ramfis Gonzalez and Sara Rodriguez at radio station WSKN after recording their Unity program (with the technician, seated).

Unity of Joplin brought Random Acts of Kindness to their area is an excellent example of community outreach!

The Reverend Norma Rosado extended an invitation to bring our "Reaching Out—Using Media" workshop to Puerto Rico in May. The Asociacion Unity de Cristiaismo Practico, where Norma is the minister, was the host for the workshop. Carmen Baerga, licensed minister, and the PR Committee from Asociacion Unity de Cristianismo assisted with organization and publicity in Puerto Rico, arranging for a translator during the workshop, and a wonderful lunch buffet. I created a new workbook in both Spanish and English, with pages side-by-side, and expanded the

workshop to four hours with a noon lunch time in the middle. Over 30 people attended and I made many new friends during our time together. After the workshop, the ministries met and formed a subregional group to assist and support a new Unity radio program created by Carmen Baerga; a perfect example of Unity ministries working together in media outreach!

In June, "Reaching Out—Using Media" was presented at Unity Church of Practical Christianity in Springfield, Illinois, Gerry Comstock, minister. People from three ministries in Illinois attended. We all were treated to a wonderful lunch by our host ministry. On the walls of the long center hallway at Unity Church of Practical Christianity is an art gallery—a gallery open to all local artists to display their work. Gerry said the gallery allows the artists to have display space and it brings in the community, too. A very creative community outreach idea!

All Unity ministries in Florida were invited to attend our "Reaching Out—Using Media" workshop on September 6, held at Unity of Hollywood in Hollywood, Florida. Over 30 people attended, including several from Spanish-speaking ministries in southern Florida. David Williamson, minister, and Gay Lynn Williamson, associate licensed minister, have a very successful radio program, *The Transformative Center*, where they combine Unity Truth and interviews, and act as a voice for all the Unity ministries in southern Florida. They have successfully broadcast this program for over two years, supported by the local Unity ministries and their listeners!

Invitations were sent to ministries in Michigan, Ohio, Illinois and Canada to attend our "Reaching Out—Using Media" workshop held September 20 at Unity in Ann Arbor in Ypsilanti, Michigan. Twenty-two people from 11 ministries in Michigan, Ohio and Canada attended this four-hour workshop. Unity of Ann Arbor's minister, Scott McClintock and their media committee were hosts for the day, preparing foods and beverages and sharing their beautiful building and grounds.

Each of these workshops was an opportunity for me to share the information and resources from the Radio/Media Department, but also an opportunity for field ministries to share with one another

and to reconnect. When a workshop is announced, all Unity ministries within a 200 mile circle are invited to attend. All invitations and flyers are sent from the Radio/Media Department. Ministers and licensed Unity teachers receive five postgraduate credits for attending our workshop. All of my travel costs, food and lodging are paid by the Radio/Media Department.

If your ministry is interested in hosting a "Reaching Out—Using Media" workshop for the churches in your area, please contact me. Stay tuned!

Great News!

Unity of Charlotte in Charlotte, North Carolina, is producing a Spanish radio program, "Un Momento Paz" broadcast on Spanish-speaking radio station WCNX AM 1170 on Sundays from 9:30 to 10:00 am. Maria Soler, associate minister at Unity of Charlotte is featured on this program.

Consider Radio for the Holiday Season

Why not use radio to announce your holiday activities in your ministry! Our Holiday Series of 60 second radio spots have upbeat holiday messages with appropriate seasonal music. The four Thanksgiving, four Christmas and four New Year's spots are ready-for-air, with lots of room at the end for your own tag giving the name and address of your ministry and an invitation to join your activities. Don't try to "start from scratch" or "reinvent the wheel"—order your reel-to-reel of Unity Holiday Series for \$20.00. Please order direct from the Radio/Media Department, (816) 524-7414, ext. 343 or ext. 345, or e-mail radiomd@unity.org.

Note: Sample cassettes available.

Unity ministers honored for television show

Gerry, Unity minister and Cindy Sickler, associate licensed minister, were recently honored by Community Access Television in Salina, Kansas for their work in creating a new thirty-minute television show which airs at 7:00 pm on Sunday evenings in Salina. Title of the show is, *The World of Spirit*.

The show, which has become increasingly popular in the community of Salina, is about the inner journey of discovery of the world of Spirit. The show stresses that we are all on an inner journey of discovery and that it is designed to stimulate rather than educate. The introduction of each segment is designed to stimulate rather than educate and states, "There are many paths to God or the divine in our lives. It is not the intention of the producers or guests of this program to indicate or propose in any way that we have the path for you. Each of you has your own individual path to God and it is right

for you."

From a living room setting, the hosts and their guests explore various aspects of spirituality, and discuss the every day problems humans have relating to life, religion, and their own spirituality. Guests discuss everything from domestic violence to a personal interview with Sai Babba. One of the topics which seems to come up repeatedly in the discussions is, "If God is all good, then why is there so much pain in the world." The couple and their guests do not try to give answers but rather discuss the topics from a positive spiritual perspective leaving the audience to come to their own conclusions.

Gerry is now the senior minister at Unity Church of Today in Omaha, Nebraska, and Cox Cable Television has recently picked up the show and is airing it in that city at 5:15 pm on Wednesday evenings. He is currently exploring the opportunities for airing the show on Public Television in other cities.

(See page 20 for Voice of Unity broadcast outreach list.)



To the Minister and Board of Trustees:

CHURCH MANAGEMENT

Church Management Consultant and Training Service 1997-1998



Barbara O'Hearne
Church Management
Consultant

Is it time to take a fresh look at where you are and where you are going? **As Church Management Consultant I will come to your ministry or subregional group to facilitate dynamic working sessions focusing on:**

- Building enthusiasm and commitment to service through sharing talents and expertise in oneness with God.
- Using state-of-art tools and techniques that support and complement the spiritual growth and development of your ministry.
- Prayer-led and principle based planning to re-energize and focus the vision for your ministry as it serves your congregation, your community and your world.
- Building your capacity for excellence in every aspect of your ministry and outreach.
- Exploration of new ideas and emerging trends that will keep Unity on the cutting edge as we move into the 21st century.

***The world is discovering
Unity. Are you excited about
the opportunities and ready
to meet the challenges?***

During this grant year (October 1, 1997 through December 30, 1998) I will be focusing on more subregional retreats. Lisa Wittman, Director of Marketing is available to present timely marketing

strategies to help you.

Here are some advantages you might consider:

- Opportunities to network and have a wider exchange of information and experiences. This really works!
- Bringing together ministry leadership in your area to build a sense of broader community.
- Finding areas for collaboration on goods and services and pooling of resources.
- Expanding the Unity movement!

Here's how to plan for a subregional retreat:

1. Network with five or more ministries in your area.
2. Survey the ministries and agree on shared needs and expected outcomes.
3. Select several alternative dates and a central location.
4. Contact your Church Management Consultant to coordinate the event and set date.
5. Designate a planning team to discuss retreat or workshop format, responsibilities and set tentative agenda with your consultant(s).
6. A confirmation letter will be mailed to you.

Consultation and training service will be avail-

Continued. . .

able in individual ministries. Ministers and/or board members are encouraged to contact me well in advance of your desired date.

Here's how to plan for a ministry workshop:

1. Minister and board together identify the needs and agree to bring in the consultant (be sure to get this agreement in your board meeting minutes).
2. All board members must agree to attend—your workshop is as effective and productive as the commitment to involvement. Staff and key lay leaders may be invited.
3. Select several alternate dates—week-day evenings and weekends.
4. Contact your Church Management Consultant to coordinate and set date and time.
5. Minister and board president discuss the workshop or format and set tentative agenda with your consultant.
6. A confirmation letter will be mailed to you.

***To achieve quality,
you must ask, listen,
think, and then do. . .***

The following are some of the topics you may want to explore for either a sub-regional retreat or an individual training session.

***Minister and Board of Trustees
Governance:***

- spirituality and governance

- minister/board roles/responsibilities/relationships
- minister as spiritual leader and CEO
- assessing your spiritual gifts
- evaluating board effectiveness
- team building and team work
- leadership skills assessment

Effective Board Operations:

- board organization and operations
- spirituality and board meeting
- policy setting
- fiscal responsibility
- working with staff
- assessment of services and programs
- recruiting, orienting and ongoing education of the board

***Strategic Planning for the Future
of Your Ministry:***

- developing a strategic plan—an organic process.
- exploring emerging trends and current realities.
- visioning your future.
- seeking partnerships and strategic alliances.

***The organizing and
enlivening spirit of the
board of a faith com-
munity must spring
from its own rich gifts
and religious heritage.***

--Charles Olsen

Managing Change

- embracing and managing change
- transition management tactics
- leadership skills needed for 21st century ministries.

You may request additional topics of interest to your ministry.

Here is some good news:

All consulting and training services and travel expenses are generously underwritten by a grant from Sir John Templeton.

For more information:

**Barbara O'Hearne
Church Management Consultant
Oak Hall #1212
4550 Warwick Boulevard
Kansas City, MO 64111
816-531-3353
Fax: 816-753-8200
email: ohearne@qni.com**

I look forward to talking with you and being of service to you and your ministry.



Joann Landreth
Vice President of
Ministry Employment
& Expansion Services

Expansion ministries and member churches, it is my joy and privilege to serve you as Vice President of Ministry Employment and Expansion Services. My prayer for you, from me as a servant and leader for the Association, is that God's mighty work is being done through everyone who is a part of your ministry and through all of your activities. As we affirm that the all-knowing and all powerful presence of God is the only power and presence at work, we know and give thanks that good is unfolding for the ministry.

Many of you probably know that the following verse of Scripture is one of my favorites for I quote it often: *Trust in the Lord with all your heart and do not rely on your own insight. In all thy ways, acknowledge him and He will make straight your paths* (Proverbs 3:5, 6). This is a wonderful Scripture verse to use always and especially through appearances of difficulties. When one's mind begins to dwell on the difficulty allowing this Scripture to go through our minds is the letting go of the difficulty and turning it over to God. Our trust for him can work miracles.

Often I get asked questions about the employment of a minister, about expanding the work of a ministry, or starting a new group or church. One of the questions asked frequently is, "Why is a church required to list the Association of Unity Churches in the dissolution clause of the bylaws? Why should our church give the money to the Association of Unity Churches to use?"

First of all, the Association of Unity Churches does not use any monies that result from a dissolved church for its general operating expenses. Monies from a dissolved church are recorded specifically for the purpose of forming another church in the same area where the previous church may have dissolved. Anytime within a period of four (4) years from the date of dissolution application for these funds may be made by a group with a qualified leader (licensed Unity teacher or licensed/ordained Unity minister). Upon approval by the Association Executive Committee, the money from the dissolved church will be sent to the new group in a lump sum or in regular monthly checks, until all of the designated dissolved church funds have been returned to the church or group.

If a new church does not form within a period of four (4) years, the Association still does not use

these monies for general operating expenses but puts the money into the Expansion Fund. All expansion funds are used for newly developing churches; so, dissolved church monies are always used for spreading the powerful message of Unity to humankind through new Unity churches.

God bless you always. Your expansion ministry and your church are greatly valued and are an important link in the Association of Unity Churches. Greetings and love to all in your ministry.



Meet Your Board of Trustees. . .

In the next several issues we will be introducing you to members of the Association's Board of Trustees. This month we introduce:

Charles Kepler has served Unity Way Church in Vista, California, since his ordination in 1987. He served the Unity ministry in Jefferson City, Missouri, will attending Ministerial School. Prior to coming to Unity, Chuck served as a United Methodist minister for 21 years.



Chuck has been active in the Association, having served on several committees and being elected to the Board of Trustees in 1997.

Marleen Davis, ordained in 1979, has served as co-minister of Unity Church of Creative Living in Orange Park/Jacksonville, Florida, since 1983. Prior to that she and her husband John, also a Unity minister, served at Unity of Jacksonville. Marleen is a "Unity baby" and was actively involved in Unity as a YOU Sponsor and board member in Newport Beach, California, prior to entering ministerial school.

Marleen has served on several Association committees over the years and is now serving as regional representative of the Southeast Region. (No photo available.)

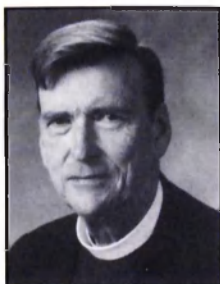


1998 Unity People's Convention New Dimensions: Coming Up Higher June 15-20

Please join us as we experience a week of "coming up higher." Special presenters will join us to share their expertise on subjects such as prayer, the Bible, education, media, healing, marketing, music, spiritual renewal and many others. There will be something for everyone at this celebration.

We have the distinct honor of having Bishop John Shelby Spong as a morning lecturer at the 1998 Convention. He will give a series of lectures each morning, Tuesday, Wednesday and Thursday. Dr. Spong, scholar, author and bishop is the most published member of the House of Bishops of the Episcopal Church in the United States. He is the author of fourteen books and his published articles now number in excess of ninety.

In all of his books, Bishop Spong urges his readers to delve beneath ancient descriptions of Christian truth until they touch the experience that forces the descriptions to be written in the first place. Please join Dr. Spong as he presents insightful information on the Bible.



Bishop John Shelby Spong

Stay tuned for further information concerning keynote and workshop presenters in future issues of *Contact*.

So, be sure and make your plans now to attend the 1998 Unity People's Convention. It will be held Monday, June 15 through Saturday, June 20, 1998, at the Doubletree Jantzen Beach Hotel in Portland, Oregon.

Located on the south bank of the beautiful Columbia River, the Doubletree Hotel is just 10 minutes north of downtown Portland and 15 minutes from Portland International Airport. It offers fantastic views of Mt. Hood, Mt. St. Helens and scenic marinas. Complimentary parking and airport shuttle is available through the hotel.

The hotel is in close proximity to golfing, skiing, fishing and many of Portland's major attrac-



tions. Included is the newly remodeled Jantzen Beach Super Center. This fantastic new shopping area features more than 40 stores and restaurants, is within walking distance to the hotel and has tax free shopping. That's right, there is no sales tax in Portland!

Join us for a time of spiritual renewal, relaxation and fun!

Looking for inspirational books and tapes to add to your bookstore?

Trying to find extra resources for your youth education program?

Looking for a special gift item to give your staff or volunteers?

Come experience our Conference Trade Show!

Based on your response to the questionnaire from last conference, we have put together a trade show. We have invited book publishers, church management software companies, musicians, educational resource companies, and companies dealing in inspirational gift items to display their materials, offer book signings, and do demonstrations. Scheduled expo hours are:

Monday, June 15 from 4-7 p.m.

Tuesday, June 16 from 1-5 p.m.

Wednesday, June 17 from 1-5 p.m.

Thursday, June 18 from 1-5 p.m.

Merchandise from each booth may be ordered through the vendors, or obtained through the Unity conference bookstore, if the company chooses to offer them there.

If you know of any additional companies or resources you would like to see at the trade show, please give us a call. You may reach me or Marsha at 816-524-7414 or email <cssc@unity.org> or <:ssa@unity.org>.



Debbie Ball
Conference
Coordinator



Music News...

by Lucille Olson

"The process of selection is not an easy task, but the committee has developed a process that is very fair and thorough."

Love Notes originated in response to a need for music that expresses Truth as taught by Unity. Much of the new music being published today is still using terminology that does not fit Unity teachings. As a music director, I consider it my responsibility to seek out music that reflects New Thought interpretations. It has been my experience that one can sift through a lot of music from traditional sources before finding a "gem" that will work both musically and theologically.

One of the biggest challenges the music committee faces is selecting music that meets the needs of very diverse congregations. Members of the committee are very aware that the needs of a rural congregation may be very different from that of an urban community. Also, what might work for one part of the country may not be appropriate at all for another area. The committee itself represents a very diverse cross-section of musical tastes from country, to jazz, to classical. So we all have to keep an open mind when making our selections from the wide variety of songs submitted.

When the committee convenes in January it joyfully tackles the mountain of musical selections that have been sent for our consideration.

The process of selection is not an easy task, but the committee has developed a process that is very fair and thorough. The members listen to every song and out of the hundreds submitted, select 24 pieces that they feel will be the most useful to the subscribers, keeping in mind the need for variety and diversity.

If you have people in your congregation who are writing music appropriate for Unity services, do encourage them to submit their music for consideration. Even if their songs have not been selected in the past, it might fit perfectly this year. Since the committee attempts to include a variety of styles, there may have been an overabundance of a particular type of music. Therefore, some very good pieces may not have made the cut simply because there were too many to choose from in a particular style.

For your information: The people who are serving on this year's Music Committee are as follows:
Chairperson: Scott McClintock, Ann Arbor, MI
Members: Kathleen Cole, Spokane, WA; Bert Dalton, Santa Fe, NM; Eileen Douglas, Indianapolis, IN; Noah Karrasch, Springfield, MO; Richard Mekdeci, Nashville, TN; Lucille Olson, Lansing, MI; Sandra Hymel, Chesterland, OH; Staff Representative: Marsha Penrose.

Tailor-made music with a Unity message

Have you received your newest copy of *Love Notes*?

Enrich your message with this quarterly music program.

Each of the following programs is available at \$42.50:

- | | |
|-----------------|------------------|
| #2305 Program 5 | #2313 Program 9 |
| #2306 Program 6 | #2314 Program 10 |
| #2307 Program 7 | #2315 Program 11 |
| #2308 Program 8 | #2316 Program 12 |

or subscribe to *Love Notes* at one low rate of \$153 annually (\$38.25 per program/quarter)

To order the above programs or subscribe to *Love Notes*, call the Association Order Department at: 816-254-7414, ext. 324; or email acorder@unity.org

Don't forget to resubscribe if you are taking advantage of this offer already! New programs begin every June.

Offered by the
Association of Unity Churches Music Committee

Letter to God

Cont'd from page 3

just stood there stunned and when I could get my voice back, I said to my family who were all standing there with smiles on their faces camera in hand, "Well, I don't know how the heck you think we are going to pay for all of this."

As the last word I spoke rolled out of my mouth I wished I could have fallen through our newly carpeted floor. How could I have said such a thing? I couldn't even say the devil made me do it since we in Unity aren't big on the devil. In fact, God, You goofed again by not giving us a scapegoat. You have made it difficult for those of us who have erred mightily.

My family standing there enjoying every moment of my anguish and suffering told me how they had been planning this for months. When I left the house that morning they had to take all the decorations off the tree and move it out into another room. The furniture truck, with not only the furniture and carpet but the carpet layers also, was parked on the next block; the men in the truck were waiting to see me leave the house. They finished with their work and then the family had to put the tree back up. My beautician had known about this and helped prolong my going home as much as she could.

We have long since moved from that house. Our lives have changed, of course. The only thing left of the furniture is the marble-topped coffee table and the two end-tables which our daughter has in her home.

There is a snapshot of me coming into the house wearing my brown suede coat and my plastic rain hat on my head. I am frowning and the expression on my face is not one filled with the joy of the holiday before me. I don't need it to remind me of that day because periodically someone in my family says 'remember that Christmas when we...?' How could I forget?

The years have passed and our daughter kept us as her parents. Last Christmas she and her family even bought a fake tree. I did casually mention her feelings about a fake tree. She didn't seem to mind at all. I, myself, have managed since that time to

go about Christmas in a totally different way, keeping my mouth shut and staying out of trouble. Now, now, God, I do not need to be reminded of the pool table getting stuck in the bathroom. That's another story. Maybe next year.

And may You and Your Wife, Mother Nature, have a grand and glorious time Yourselves this lovely season. Stay out of the stuffed dates. They don't mix well with the fudge and cookies. I will get back to You.

Love,
Vesta

Dear God,

Wait a minute! Hold it! Stop what You are doing, put down Your "Divine Daily Duty Planner" and listen to me.

The end of the world is near! Didn't You know! You won't have to work so hard anymore. You can put Your creationings on hold. Well, actually, You can stop them altogether and won't that be a relief? No more of this 24 hour a day and night stuff.

No more work, work, work. No more sunrises and sunsets. No more winters, springs, summers and falls to think about.

Think what Your life will be like. Nothing to do but sit around and I am not sure what You will do. You seem to be bored already and have been fooling around with *El Niño* and *La Niña* to take up Your slack periods. Oh, well, it is not my problem.

What do You mean, "Why am I in a tizzy?" The world will end December 31st at 11:59 p.m., or is it 12:00 a.m., in the year 1999 or is it 2000? I never have been much good with tiny details. Anyway, the time is coming soon and the doomsayers are jumping up and down with joy because finally, finally, they will be able to say: "See! We told you so!"

This must be the real thing because whomsoever is in charge of the important things in life did something with computers so they will not be moving over into the 21st century or at least that is the way I almost understand it. Or maybe, then again, they didn't do something they

should have done which is why our time is running out. Since most everything in life is computerized these days it is easy to see that there is not going to be a need for them anymore, which could make our lives easier if we were going to be around to enjoy it.

The secret agency in charge of such things says it has something to do with clocks and their settings. It has to do with digits as I had explained to me which I understood at the time, but it is too complicated to explain to You.

I have been giving this world ending business a lot of thought and it may not be too bad. Just think, no more overdue books from the library, calories won't count, and worrying about whether the makeup I am wearing goes with my season and my age—let alone my hip size—would really be a thing of the past. Also it won't matter if the clocks on our VCR are blinking at 12:00. Who will care?

I would like to know how this event will take place though. I know the world is divided into sections known as time zones. The trouble with that could be if the world disintegrates kind of like a row of dominoes isn't some part of the world having winter and another part summer? So does that mean that some are on Daylight Savings Time and some others on Standard Time? They could run into each other. See what I mean?

Who or what is in charge of this whole operation anyway? I know it isn't You. You are always stuck in a rut doing the same old things day after day, month after month, year after year. We can always depend on You. It is probably some committee that has gotten carried away with itself and didn't think of the ramifications.

I don't know, God. It doesn't seem too well thought out to me. And another thing, the other day on my computer where the listing is for times and dates of things put in there, it said in several places that it is now the latter part of October, 1999, and if this is true, well I had better hurry, but at least I won't have to pack a bag.

Love,
Vesta



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Supporting Members and Contributing Friends Recognition

Thank You !

Donors make the work of our Association possible. Our Board of Trustees created this as one of several ways to acknowledge each of you who put financial feet on our ever-expanding vision. Whether you give to our General Fund, which supports our day-to-day operations, or to a designated Development Fund, which supports creation of our Living Curriculum, STARlight, future building needs, and other special projects, your support is gratefully acknowledged and recognized. Every ministry, every Contributing Friend, at every level of support makes a real difference in the services we provide. We invite you to join your prayers with ours as we say a special THANK YOU to all these individuals and ministries. (Any omissions due to our press date will be included in the next CONTACT. This list reflects total gifts received from October 1, 1996, to September 30, 1997.)

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Eva M. Wolff

Resolutions

Cont'd from page 4

10. Make it fun.

I agree with Auntie Mame: "Life is a glorious feast." But there are those we serve who are hurting, alone, unable to behold the banquet table before them. Our work is a great joy. As we serve others, our zest and joy will spread to others. And our feast is large enough for all to attend and be well-fed.

11. Work hard, work smart—and do it now.

I am a person of only average skill and talent, a certain flair and creative style and some intelligence. I grew up on a farm. There seeds were planted in my heart as well as in the ground. I saw that work was ever waiting for willing hands to do. Yes. I seek to work smarter, not harder. And I have also found that the harder I work, the smarter and more successful I get. Now is the time—that priceless and irreplaceable moment—in which I can make a difference. I make a commitment to TNT: Today—not Tomorrow.

12. My mission.

I am committed to making a difference in the future of our Association and our global Unity movement. I will enroll other visionaries in creative ways to unite and bring this dream into form. Through our Unity teachings, we transform and bless individual lives. I cannot think of anything else I could ever do that would be more exciting, more challenging, more consequential. Fund raising provides the steam that drives our vision forward. Without our donors, the fuel needed to reach out to those seeking our Unity teachings would not be there.

Thank each of you for the difference you make in the future of our Association and our entire Unity movement. Your tithes and love offerings to your Unity ministry and/or our Association make a real difference.

Carpe Diem. A Latin phrase. It means: Seize the day, seize the moment. That is my creed.

I rejoice in the present because I know the day is aglow with all the promise of wondrous tomorrows.

It's great to welcome in '98. Happy holidays!

Voices of Unity: Write us about your broadcast outreach and we will add your ministry to the list.

Unity of Anchorage, Anchorage, AK:

- Radio KFQD 750 AM, KLEF 98.1 FM, KEAG 97.3 FM (rotating schedule of spots)

Unity/Palm Springs, Palm Springs, CA

- Radio KDES AM 920, 8:00 a.m. & 10:00 p.m., Sun. (30 minute program)

Christ Unity Church, Sacramento, CA:

- Sacramento: Cable Channel 13, Sun. 7:00 a.m.; Cable Channel 16, Sun. 9:00 a.m.
- Bay Area out of San Jose, channel 48 Sun. 9:00 a.m.

- Santa Rosa & Marin Cnty, channel 50 Sun. 8:30 a.m.

- Monterey Peninsula, cable channel 22 Sun. 9:00 a.m.

- Arizona (Sun. 9:00 a.m.): Prescott - channel 7; Mesa - channel 17; Lake Havasu City - channel 17; Yuma - channel 19; Bullhead City - channel 24; Flagstaff - channel 30; Casa Grande - channel 43; Kingman - channel 55; Phoenix and Lower Valley - channel 55.

- Southern NY & western NJ: Manhattan and environs - channel 31 Sun 8:30 a.m.

- Radio KFBU & KSTE

Unity Christ Ch, San Luis Obispo, CA:

- Radio KVEC 920AM, Tues. 1:00 p.m.

Unity Chapel of Light, Santa Maria, CA:

- Cable TV channels 21 and 22

Caymon Unity, Grand Caymon Islands:

- ICCI-FM 101.1, Wed 1:00 p.m.-3:00 p.m.

The Transformative Ctr, Hollywd, FL

- Radio WTMI Classical, Sun. 9:00 a.m.

Unity of Sebring, Sebring, FL:

- Radio WCAL FM & WITS AM

Unity of Hawaii, Honolulu, HI:

- Radio K108 1080 AM, Sun. 9:05 a.m.

Christ Universal Temple, Chicago, IL:

- TV Station 4

Unity Ch/North Shore, Evanston, IL:

- TV Cable Channel 2, Wed. & Fri. 11:30 a.m.; Sun. 2:00 p.m.

Unity Ch of Springfield, Springfield, IL:

- Radio WTAX AM 1240 (various times); TV Community Access Channel 4, Thursday 7:30 p.m.

Unity of Indianapolis, IN:

- TV Channels 99, 20 and 53, Sun 2:00 p.m.

Unity of Cedar Rapids, IA:

- Radio WMT 600 AM, Sun. 7:15 a.m. & 9:15 p.m.

Unity Ch/Christianity, Baton Rouge, LA:

- Radio River 96.1 (4 spots daily)

Detroit Unity Temple, Detroit, MI:

- Radio WQRS 105.1 FM, M-F 5:45 a.m., Sun. 9:30 p.m.

Unity Church of Greater Lansing, MI:

- Radio WFMK FM 99.1, 7:40 a.m.

Unity Church of Muskegon, MI:

- Cable TV Channel 24

Church of Today, Warren, MI:

- TV Channel 50 (Detroit) 8:00 a.m.
- TV Channel 33 (Cadillac) 10:00 a.m.

Unity Ch in Woodbury, Woodbury, NM

- Radio KSGS 950 AM

Christ Ch of the Hills, Branson, MO:

- Local TV Channel 6

Northside Unity, St. Louis, MO:

- Radio WGNU 920, Sat. 3:45-4:00 PM

Unity Village Chapel, Unity Village, MO:

- Radio KCMO 810 AM, Sunday 6:00 a.m. (week delay broadcast)

Christ Unity Church, Albuquerque, NM:

- Radio KHFM 96.3 FM

Unity Church/Santa Fe, NM:

- Radio KRSN AM1490, Sun. 8:00-9:00 a.m.
- SFCTV Channel 6, Fri. 7:00 p.m. (The Quest)

Unity Church of P.C., Buffalo, NY:

- Radio WECK 1230 AM, Sun. 7:45 a.m.

Unity Center of P.C., New York, NY:

- Radio WMXV 105.1 FM, Sunday 6:00 a.m.; Cable Ch-16, Monday 9:00 a.m.

Unity of Charlotte, NC:

- Cable Channel 18 5:00 p.m., Sun.
- Radio WCXN AM 1170, 9:30 Sundays, Spanish-speaking radio program

Unity Ch of Franklin, Franklin, NC:

- Radio WRFR 96.7 FM

Unity Christ Church, Wilmington, NC:

- Radio WAAV 980 AM, Sun 10:00 p.m.

New Thought Unity Ctr, Cincinnati, OH:

- WAZU 1360 AM, 8-9 a.m. Sun., 7-8 Mon., 7:55 a.m. daily

Unity Chapel of Light, Tallmadge, OH:

- Radio WAKR 1590 AM, 9:00 a.m. Sun.;
- TV Ch-29, Cable Ch-7, 7:00 p.m. Sun.

Unity Ch of Christianity, Tulsa, OK:

- Radio KBEZ 92.9 FM (one-minute spots)

Unity Church of Harrisburg, PA:

- Radio WMSS 91.1 FM, Sun 9:00 a.m.

Associacion Unity, Santurce, PR:

- Radio WSJ 1560 AM, Sun. 8:00 a.m.

Unity of Knoxville, Knoxville, TN:

- WNOX 99.1 FM and WNDD 99.3 FM, Mon. 7:40 & 8:20 a.m.; Fri. 5:20 p.m.; and Sat. 12:00 midnight.

Unity Church of Austin, TX

- CableVision Chnl 11, Sun. 6:00 p.m.

Unity Ch of Christianity, Houston, TX:

- Radio KODA 99.1, Thur & Fri 7:00 a.m., Sat. & Sun. random

- Warner Cable Odyssey Network, channel 52, Sun. 10:30 a.m. and 6:30 p.m.

Ch of the Hill Country, Kerrville, TX:

- Radio KERV AM & KRVL FM

Unity Ch/Christianity, Nacogdoches, TX:

- Radio KFSA AM 860, Sun. 8:00 a.m.

Unity/NE Tarrant Cnty, Southlake, TX:

- Radio 107.5 FM, daily (time rotates)
- TV Paragon Cable, Channel 15

Current as of 11/97

Association of Unity Churches: FINANCIAL STATEMENT



As of August 31, 1997:

General Fund:

| | August | Year to Date Actual |
|--|--------------------|------------------------|
| REVENUES | | |
| Love Offerings | \$68,094.94 | \$1,125,854.61 |
| Other Income | 5,809.85 | 104,458.98 |
| Gross Profit from Sales | 22,050.13 | 159,916.07 |
| Total Revenue | 95,954.65 | 1,390,229.66 |
| EXPENDITURE | 83,547.98 | 1,090,064.72 |
| INCREASE (DECREASE) FROM OPERATION | 12,406.67 | 300,164.94 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: To Expansion (Tithing) | (6,694.30) | (101,224.29) |
| Less: To Development (Contributing Friends) | (1,126.77) | (13,208.62) |
| Less: To Building Operation Fund for utilities & R/M | (2,898.83) | (31,887.13) |
| Less: To Convention Fund for Line Of Credit | 0.00 | (100,000.00) |
| Add: From STARlight Fund (50%) | (297.12) | 27,304.56 |
| Total Transfer | (11,017.02) | (219,015.48) |
| NET INCREASE (DECREASE) OF NET ASSETS | \$ 1,389.65 | \$ 81,149.46 |

Unity School Contribution: **November 1996:** \$12,495.83 **Year to Date:** \$12,495.83

This is a nonledger item income, representing publication, supplies discounts, etc.

Development Fund (/STARlight/Living Curriculum/Contributing Friends):

| | August (Actual) | Year to Date (Actual) |
|---|-----------------------|--------------------------|
| REVENUES | | |
| Love Offerings—Living Curriculum | \$ 4,383.29 | \$ 267,334.64 |
| Love Offerings—STARlight | 3,769.70 | 54,609.11 |
| Grant Income-Templeton | 0.00 | 65,000.00 |
| Others | 1,022.82 | 72,914.92 |
| Total Revenue | \$9,175.81 | \$ 459,858.67 |
| EXPENDITURE | 16,445.04 | 161,487.94 |
| INCREASE (DECREASE) FROM OPERATION | \$ (7,269.23) | \$ 298,370.73 |
| NONOPERATING: INTERFUND TRANSFER | | |
| Less: Transfer To Other Funds | | |
| To Curriculum Fund (Restricted) | (3,119.91) | (200,500.97) |
| To Int'l Ministry (Restricted) | 148.56 | (13,652.28) |
| To General Fund (STARlight) | 297.12 | (27,304.56) |
| To Legacy Fund (Restricted) | (750.00) | (5,570.19) |
| To Building Operation Fund | 117.78 | (7,079.72) |
| To Building Fund (Restricted) | (641.01) | (2,044.47) |
| Total Transfer Out | (3,947.46) | (256,152.19) |
| Add: From Contributing Friends (General Fund) | 1,126.77 | 13,208.62 |
| Total Transfer | \$ (2,820.69) | \$ (242,943.57) |
| NET INCREASE (DECREASE) OF NET ASSETS: | \$ (10,089.92) | \$ 55,427.16 |

**"Thank you
for your contri-
bution. We see
the door opening
for limitless
outpouring of
the abundance of
Spirit into your
life and into
your ministry."**



Martha Mosley
Vice President
of Education

The process of check-in for boards is very valuable for focusing the energy of the members on the task at hand. While it helps them understand and communicate better, it should not impede the progress of the board toward completing its assigned work. It is a tool to help members know and understand one another more personally and thereby facilitate the completion of business. The guiding principle is that when we know one another more as people, it will make the business of doing business smoother and quicker, and we will respect each other more readily in the process.

Difficulties with check-in tend to run toward two extremes. One is the elimination of it in favor of getting business done. Under these circumstances, if an individual has had a difficult day, one may not be able to focus on the meeting, may offer resistance, may simply not understand and therefore impeded progress. If a few moments could have been set aside to allow the person to say he/she had seen a terrible accident on the way over, or whatever is in the way of being fully present, hours of "business" could be saved. Further, it allows members to support one another in prayer and hold the high watch for one another when it is most difficult for one to hold it for oneself.

The second extreme is when individuals misunderstand the purpose of check-in and tend to use it as a replacement for therapy. There are opportunities for processing and in-depth discussion of life issues in spiritual counseling, or professional counseling if the need suggests it. There may even be other support groups to help. The board meeting, however, is not the place. If the board is perceived as the "safe house," and members are willing, they can meet at a different time as a support group of their own, but this should be separate from the business of the board. No business should be discussed at meetings of this nature.

The general format is that each person takes one to three minutes to say where they are right here and right now, and to clear anything that is getting in the way of their focus or function as a board member. They ask for and receive prayer support for that issue, and move on to the next person. The maximum time for a six-member board plus the minister should be thirty minutes.

A second possible format is the Mastermind process. It is an option that offers structure in a unique way. If a group is having difficulty estab-

lishing structure and moving through the process in a timely fashion, you may want to consider this.

This is one of those things kind of like chicken soup; we all know what it is, but we don't really define it often, so we all have our own recipes. The challenge with all boards is to keep to the purpose for which board members were elected while including and allowing Spirit to do its work through us. Either extreme may get in the way of the work of Spirit which, after all, is what we're here for.

Hopefully, this offers clarity to a "chicken soup" process. We hold you in the light and love of God, knowing that Spirit works easily through you to do its will and work. If we can help further, please let us know.

Attention: Ministers:

Volunteer Protection Act of 1997

The Volunteer Protection Act (VPA) became law on June 18, 1997, and becomes effective on September 16, 1997. The law is important to all "non-profit organizations," (501(c)(3)) or a "not-for-profit organization organized and conducted for public benefit and operated primarily for charitable, civic, education, religious, welfare, or health purposes" and governmental entities. The law immunizes individuals who engage in volunteer work for nonprofit organizations, for example a church, from liability for ordinary negligence in the course of their volunteer work. It also limits punitive damages and noneconomic damages against volunteers who are held liable. The law does not provide protection if the volunteer's acts constitute willful misconduct or gross negligence. The law does not affect the liability of nonprofit organization or governmental entities.

The law will not protect any action which constitutes a hate crime, involves a sexual offense, or constitutes a crime of violence.

The law preempts any inconsistent state laws dealing with volunteer protection, with the exception that the states may provide additional protection from liability relating to volunteer service.

Each ministry is **STRONGLY** encouraged get a copy of Public Law 105-19, the Volunteer Protection Act of 1997 and read it.

This notice is to acquaint you with the new legislation and is not intended to explain the law in detail.



A Lesson in Truth

Have you ever wondered why things don't turn out exactly the way you planned them? Well, in Truth you know that they really do, because Spirit always has a better plan. Even teachers need to keep on learning, so once again this teacher needed to relearn a lesson in Truth.

As I look back at 1997, all I can say is, "What a year!" It was the year that we were ending our old licensed Unity teacher program. It was a time in which it was hoped that we would be able to complete the old program by having as many licensed teacher candidates, who had graduated Unity School's Personal Development and Leadership classes, be invited to attend a Skills Demonstration Seminar (SDS), take their written exam, successfully complete SDS; and as a result become licensed Unity teachers in 1997-98.

The deadline for completing the old program, and making application for SDS with our Association was December 31, 1996. By January 1, 1997, surprisingly we had received approximately 200 SDS applications.

At that point it was necessary to arrange the applications according to the date, and the postmark when they were received at our Association. Our plan was to invite in January 90 for 1997, or 30 for each of the three usual SDS's; and put the remaining candidates on a tentative waiting list to be invited to SDS later in 1998.

Then in May, something unusual happened that had not happened before, and was an answer to some candidates' prayers. It was decided to offer three additional SDS's in the field. The areas that had requested this were: Oakton, Virginia; Oak Park, Illinois; and Sacramento, California. A master plan was beginning to take shape.

Every candidate that had either been invited to one of the three 1997 SDS's to be offered at the Village, or who had been placed on a tentative waiting list, were invited and were all given the choice of attending an SDS in the field. Tom Thorpe heartily agreed to facilitate the three SDS's in the field, which allowed yours truly the opportunity to begin working with our new candidates on our new leadership program.

It was anticipated that 90 candidates would eagerly apply for an SDS in the field, and, therefore, would become licensed in 1997. However, were we surprised when only 37 in total

applied for the three SDS's in the field. As a result, in order to complete the old program, it will still be necessary to have two SDS's in the Spring and the Summer of 1998.

However, it is with a great deal of pleasure, that we wish to welcome aboard in 1997 109 new teachers, which makes a total of 986 licensed Unity teachers in our Unity movement.

So, friends, the lesson in Truth that I have once again learned is that Spirit is in charge of our licensed teacher program. My role as Licensed Teacher Coordinator is to do my part by being patient, willing to listen, to release and let go. In this way, I allow Spirit to work out all the necessary details at the right and perfect time so that in SPIRIT's DIVINE LESSON PLAN, no teacher will be licensed before his/her time.

Do you have a story?

If you have a story about your own life or someone else's that would uplift, inspire or entertain women, then we invite you to be a part of our exciting new project. We are collecting stories to be included in our upcoming book, *A Second Helping of Chicken Soup for the Woman's Soul: 101 Stories to Open the Hearts and Rekindle the Spirits of Women*, a sequel to the #1 New York Times best-seller, *Chicken Soup for the Woman's Soul*. We'd love you to contribute to this edition!

We will use stories on such topics as love, marriage, aging, attitude and self-esteem, motherhood, living your dream, overcoming obstacles, special moments, across the generations, etc.

All stories are welcome! They may be originals or one of your personal favorites collected over the years from other sources. Please keep them under 1200 words.

Mail your stories by **January 15, 1998** to: **Chicken Soup for the Woman's Soul II, PO Box 1959, Fairfield, IA 52556**, or fax them to **515-472-7288** (but not both). Please send a disk in MS Word 5.1 or 6.0 if possible.

Thank you for joining us in opening the hearts and rekindling the spirits of millions of women everywhere. We look forward to hearing from you.

Jack Canfield
Jennifer Hawthorne

Mark Victor Hansen
Marci Shimoff



Dorothy Genske
Licensed Teacher
Coordinator

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Important Dates for: 1998

L & O Meetings
Mid-Year Meetings
Regional Education Services Consultants Meeting
Field Licensing Seminar - Year 1 & 2
Skills Demonstration Seminar
Focus on Fund Raising Seminar
Caring Hearts Across Time Banquet & Auction
L & O Meetings
Association Pre-Conference
Adults of Unity
Association Convention (Doubletree/Jantzen Beach Hotel, Portland, OR)
Certified Spiritual Educators
Licensed Teacher Postgraduate Week
Skills Demonstration Seminar
Youth of Unity Conference
Spiritual Board Seminar
Executive Committee Meetings
Gift Planning (Planned Giving) Seminar
Skills Demonstration Seminar

January 19-22
January 20-28
February 22-27
March 8-13
March 27-April 3
April 18-23
April 21
June 8-11
June 10-12
June 13-19
June 15-20
June 27-July 2
June 28-July 3
July 24-30
August 2-8
August 27-30
September 10-16
October 10-16
November 13-20

Just the Fax...

The following ministries are in need of a fax machine:

Unity Church - A Spiritual Growth Center
2825 Hydraulic Road
Charlottesville, VA 22901
804-978-1062

Unity Church of Practical Christianity
417 Cordelia
Springfield, IL 62703
217-523-5897

Unity of Gainesville
8801 NW 39th Avenue
Gainesville, FL 32606
352-373-1030

(needs a fax that uses plain paper, not thermal paper.)

ASSOCIATION OF UNITY CHURCHES
P.O. Box 610 Lee's Summit, MO 64063
(816) 524-7414

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