

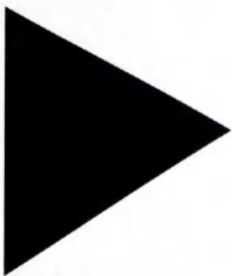
Published by the Association of Unity Churches



Contact

Vol. 32, Issue 1

February/March 1998



Letter From the Chair



Jimmie Scott
First Church Unity
Nashville, Tennessee

Hello, friends and colleagues,

In this edition I'm stepping away from the business of the organization and asking you to join your collective hearts, minds, and souls to consider how these great teachings we all love and appreciate can be utilized in addressing one of our most pressing and devastating sociological ills: violence.

From what has paradoxically been termed "playful violence," across the spectrum to the more pathological "reactive violence," we've got societal problems. Political and religious leaders persuade their adherents they are threatened by an enemy, and thus arouse a kind of reactive hostility towards those who don't agree with them or believe like them. People who purportedly hold no

racist views consistently spew out coded, or unconscious venom toward people of another race, then affirm their affinity with Christ. Then there is aggressive driving; tailgating, cutting people off in traffic, zooming in and out of traffic at amazingly high rates of speed. Then taking it to another level, there's uncivil discourse, and all the ramifications of that. Where does it end? How can we find an answer to life by regressing to a pre-life state of being?

And finally, what can Unity churches do to educate all of us to the detrimental effects of this insidious dis-ease that seems to affect every segment of society?

Talk to me!

Let us know. . .

We are accepting articles and photographs from the field for possible inclusion in the Conference Edition of *Contact*.

Please help us share with your friends and colleagues special events in your ministry by sending the "news items" (include photographs, if possible) to:



Contact

Association of Unity Churches
PO Box 610
Lee's Summit, MO 64063

Deadline Date: April 1, 1998

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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.



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

The View from Here

by R. Scott Sherman

It can't possibly be that long ago!

But it's over twenty years since my first position with the Association (Outreach Director, 1975) and then over service that led to the CEO position there in late 1979. (We called it Director of Ministry Services then.) I'll avoid the history... as it will help me forget that I'm twenty years older. Although it was quite a shock to run across a picture taken for Contact in 1978 which showed very long sideburns and lots of wavy hair. (I don't care about the sideburns, but I'd love more of that hair!)

More to the point... what does the Association look like now from the perspective of one who helped to lead it twenty years ago? In a word, better! Then it seemed we were really devoting our energy to three main issues: placement, conflict resolution and ministerial training. The kind of services that we now may take for granted were just ideas that our Long-Range Planning Committee talked about: supporting churches and ministers with strategic planning, radio and TV, public rela-

tions, development, choices of pension plans, conventions around the country, truly helpful regional teams and expansion.

One of the other issues that kept nipping at us twenty years ago was integrity. Rumors often swept through the field about preferential treatment of some



R. Scott Sherman

ministers versus others. While there may still be some who believe this, I am certain that most ministers sense the deep integrity that characterizes our "home office" now. I believe this new trust has been earned by our present leadership.

A second important improvement is the involvement of so many of our Association ministers in

truly key roles in committees, task forces and the board of trustees. I had served on committees and the board for several years before coming to work for the Association. We were proud of the work we did, but it never struck me that we had a true partnership with the Association staff. This feeling of partnership is clearly there now.

The final thing that strikes me each time I call or visit the Association offices is the overall excellent quality of our employees. We have always had dedicated people working there, but as the years have gone by employee development has produced a very positive result. Not only are our coworkers there professional, they also seem happy.

When other ministers asked why I left the Association staff in spring of 1980, I jokingly answered that having 500 ministers as bosses was just too much. Actually, it was really simply a change of relationship... from staff member to center minister and Association member. Within a very few months, I was back on committees and the board to serve all of us in that way. I am very, very proud of the progress that all of us have made in the past twenty-five years. I sincerely hope that you see it and celebrate it with us, too. We are the Association of Unity Churches.

What should you be sending us?

There has been some confusion with regards to the documentation that the Association requires for affiliated ministries and we would like to clarify this matter.

- Churches who are affiliated with the Association Expansion Program are required to provide us with copies of their monthly financial statements and steering committee minutes.
- Full status churches are required to submit annual financial reports and copies of their articles of incorporation and bylaws.
- We also appreciate information updating us to what is taking place in your ministry.

If you have not been submitting the above documents, we ask that you begin doing so. This will fulfill Internal Revenue Service requirements for maintaining tax exempt status, as well as assist us in serving you better. Thank you for your cooperation. You are a blessing to us.



Glenn R. Mosley
President & CEO



Shay St. John
Vice President
of Development

Breaking Free of the Tomb

What a captivating time of year this is! The theater of life all around us is experiencing remarkable changes. A metamorphosis from the chilling bite of winter into the invigorating warmth of spring is happening. All things, large and small, are shifting gears into a new dimension of radiant living.

Yet before we can know the full extent of this springtime transformation happening within and around us, we must be willing to let go the restrictions of the tomb.

Jesus demonstrated for us the overcoming power of life. He allowed those who believed they could destroy His teachings and His body to do their work. And then He used His time in the tomb to harvest the fruits of His spiritual work.

Resurrection followed! His overcoming reminds us today that we, too, need a time apart from the activities of the world to discover the vast reservoir of spiritual reserves that support and empower us. As we allow these spiritual reserves to work through us, we break free of the apparent restrictions of the past and step forth into a springtime of new growth.

Our Unity movement is a vibrant expression of the transformative power of spiritual principles. From humble beginnings in prayer circles of close friends, Charles and Myrtle Fillmore allowed the unlimited resources of God's expansive good to flow through them.

Step by step, building on the strength of united prayer, our movement has grown. Now its message of positive, practical Christianity encircles our world.

Come apart, dear friends. Come apart and grow with us at Unity Village.

Experience a week of spiritual renewal and expanded focus on the vision before you and the ministry you serve. Open to the harvest of spiritual work already done by you and those who lead your church forward into the 21st century.

April 18-24, 1998, our second annual Focus on Fund Raising week promises to explore exciting and principle-filled ways to put financial feet on

your dreams for Unity. From prayer to community building to practical "how-to" sessions, we will explore together the importance of communication, vision, passion and good stewardship.

Annual Funds. Capital Campaigns. Planned Giving. Special events.

Well-known presenters make this week a transformative time.

- * **Robert and Janet Ellsworth**, ministers of Pathfinders Ministry, begin the week with a focus on prayer. Their seven characteristics of churches as healing communities reveal "next steps" in growth as we step forward boldly to live our visions.
- * **George Blackwood**, Mayor Pro Tem of Kansas City and senior partner in the law firm of Blackwood and Langworthy, outlines the importance of educating congregants on the value of estate planning.
- * **Patricia Keel's** work on Seven Week Committee Programs is blessing our Unity movement in priceless ways.
- * **Bob Buchanan**, CFRE, Senior Vice President of Bergosh, Buchanan and Associates, shares his expertise in the planned giving area.
- * **Anne Heilman**, Program Coordinator for The Templeton Foundation, guides us through the world of grants.
- * **Maria Nemeth**, psychologist and creator of the transformative "You and Money" work, will open us to "The Heart of our Money Matters."
- * **Glenn Mosley**, President and CEO of our Association; **Young Bae**, Vice President and Comptroller; **Lisa Witman**, Director of Marketing; and so many more.

See FUND RAISING on page 20




Numbers tell the story

Numbers are cold, aren't they? Yet if you want to know more about your community, demographics can tell a story about people and their needs. The key is knowing what you are looking for. Here are some ideas to consider in doing your own study:

1. **Determine what area you want to study.** Churches may define their ministry areas in different ways. For instance, you might think about a certain radius around your church. This might be based on drive time to your building, taking into account natural landmarks (highways, water, and other barriers to through traffic). Rick Warren at Saddleback Community Church in California says the greatest number of traffic lights people will go through to get to church is twelve! They will go a longer distance without traffic lights than with them. It has also been said that people tend to stay close to the area around their route between home and work. You might want to study your metropolitan area, county or certain zip codes. These last three are typical bases for demographic information available in your local library, chamber of commerce, and from the marketing department at the Association.
2. **Find the sources of information.** Talk to one of the three sources listed above, or if you enjoy surfing, check out the U.S. Census Bureau web site at www.census.gov.
3. **Look for specific information.** To cite Rick Warren again (in his book, *The Purpose Driven Church*), the most important pieces of demographic data are age, marital status, income, education and occupation. Racial/ethnic background, average commuting time, home ownership, household makeup (with or without children) and general population growth may provide further understanding.
4. **Now that you have data, what does it mean?** One way to analyze it is to compare data. You might want to compare city with county or state data, for instance. Or look at differences between zip codes. Comparing median figures (half the population is above and half is below that fig-

ure) can be a quick way to see how your area may be different in such areas as income and age.

5. **Think about the needs of different groups.** The megachurches succeed by offering a menu of options to meet specific needs of different groups. No matter the size, your church can do this on a small scale by choosing one or a limited number of target groups.
6. **Consider how the makeup of your own church compares to the community around you.** We are developing a survey that churches can use with their congregations to learn more about this. Contact us for more information.
7. **Talk to us.** In addition to providing some data, we can assist you through a demographic study. Contact us at (816) 524-7414, ext. 357.



**Church
Marketing
Companion**

**Marketing Department Introduces
The Church Marketing Companion**

Revamped from our previous marketing packet, this covered booklet remains free to Unity church leaders and contains updated marketing information. Topics range from *Creating Ads That Work* to *Producing Your Printed Materials*, and much more. For your free copy, call (816) 524-7414, Ext. 357.



Lisa Wittman
Director of Marketing



Broadcasting the Unity Message

RADIO/MEDIA NEWS



Linda Harbin
Radio/Media
Coordinator

NABS-WACC

1997

Faith and Media Conference

Have you noticed any changes in our media—perhaps a spiritual awakening? Just such an awakening was the theme of the 27th Annual Faith and Media Conference of the North American Broadcast Section of the World Association for Christian Communication (NABS-WACC) held in Ft. Lauderdale December 1-5, 1997.

"Spiritual Awakening in Media: Spin or Substance?" was the name of this conference which was open to all persons interested in the field of Christian broadcasting. Over 150 people attended, representing the broadcast industry, the academic community and over 22 religious groups. I've attended this conference for several years, usually as the only New Thought representative. This year four people from Unity attended: Argentina Glasgow, minister of Detroit Unity Temple, Detroit, Michigan; Terri McMacken, First Unity Church, St. Petersburg, Florida; Debbie Allen, Radio/Media Assistant, Association staff member and me.

At the December 1996 conference, I was nominated and elected to the steering committee for NABS-WACC. Being a member of the steering committee during 1997 meant attending planning meetings, working on two committees and communicating through email to coordinate this latest conference that we named "Spiritual Awakening in Media: Spin or Substance?"

Bill Wolfe, from Methodist Communications in Nashville, Tennessee, was the coordinator of the workshop committee. In July, he invited me to present a two-hour workshop at the conference as a part of the Power Workshop Section—a fast track of workshops designed for the first two days of the conference. He said he felt that the our methods of production and training were unique and offered an excellent example of production/training offered from a "national headquarters" and actual broadcasting being done from field ministries. During my workshop, I had the opportunity to share our radio spots and our radio/TV public service announcements (PSA's), including our new 1998 PSA's "Seeing The Beauty In All

People." Our spots and PSA's were labeled "excellent" by other producers and faith groups.

Highlights of the conference were: Plenary sessions by Gary Dixon, Vice President, Bonneville Communications, producers for the Church of the Latter Day Saints and Anne Ryder, evening news co-anchor for WTHR-TV (NBC) in Indianapolis, Indiana, producer of *Hope To Tell*, a weekly series about hope, faith and the resilience of the human spirit. Anne shared her amazing story of writing to Mother Theresa and receiving an invitation to visit her in India. Anne shared the films and story she produced from her visit.

The two days of Power Workshops included "Script Doctors"—sharpening your writing skills and bringing concepts to production, "Getting Your Materials Broadcast"—four examples from national producers, and "Using Computers"—graphics, websites and the internet. Additional information workshop topics included: "A New Model For Working With Newscasters," "Digital TV For The Future" and "The Media vs. The Church In Family Life." Additional meetings with Odyssey, the USA interfaith cable channel, and WACC rounded out the presentations.



Linda Harbin (standing) leads a media workshop during NABS/WACC.

This conference also included a new opportunity to take field trips to four area communication projects. Conference attendees could choose to visit radio stations in the Miami area, a visit to Telemundo and Telenoticias (Spanish television/radio broadcasting), or tours of two large ministries in the area who are both doing radio and television broadcasting.

Two movies were premiered this year: *Good Will Hunting* and *The Apostle*. Both were excellent in different ways, and *Good Will Hunting* was my favorite. Previous years' premiers have included *Gandhi*, *Silkwood*, *Schindler's List* and *Cry, the Beloved Country*.



Attendees at NABS/WACC: (l to r) seated, Argentina Glasgow, Linda Harbin; standing, Terri McMacken, Debbie Allen.

Worship during the conference included an Ecumenical Vesper Celebration held midweek and a closing prayer service. I led two sunrise services on the beach, mixing Scripture and the *Daily Word* with beautiful sunrises. I introduced many people to the *Daily Word* and also met several devoted *Daily Word* readers including a young man from Africa who said his parents read the *Daily Word* every morning. We also learned of a professor from United Theological Seminary who begins his classes each day by reading the *Daily Word*.

You can visit the website <http://www.united.edu/nabs> to learn more about this conference, the attendees, the steering committee and future conferences. You can also order cassettes/videos of the presentations from this and past conferences. This site also links to the Association of Unity Churches website under my name on the steering committee listing. And if you are interested in attending the 1998 conference (as yet unnamed) in December in Ft. Lauderdale, please call, fax or email me. I'll forward your name to the mailing list at NABS headquarters, so you can be updated as we create the next conference. NABS-WACC is an excellent opportunity to share Unity and Truth as we all learn together about Christian communication and broadcasting worldwide.

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)

Unity in Napa Valley, Napa, CA:

- radio KVON 1440 AM (rotating schedule)

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 Church in Christ, Tallahassee, FL:

- Radio WJZT 100.7 FM (15 random spots);

"Stories in the Air" 30 minute show,

Thursday 8:30 pm WFSU 88.9 FM &

Sunday 6:00 pm WFSQ 91.5 FM.

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.

Asociacion Unity, Santurce, PR:

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

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 Odessey Network, chan-

nel 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 1/98



To the Minister and Board of Trustees:

CHURCH MANAGEMENT



Barbara O'Hearne
Church Management
Consultant

A New Look at the Role and Responsibilities of the Board of Trustees

The Scenario:

Madison and Frank are the two new board members elected at the annual meeting of the Unity Church. Madison is an executive vice president of a local bank, has been an active member of the church for five years and is a committed Unity student and tither. She is very enthusiastic about serving on the board—she has had previous board experience.

Frank is a successful small business owner in the local community. He has been attending the church for ten years, has taken several classes and is a generous tither. This is his first board position. Madison and Frank are supportive of the minister, John, and are enthusiastic about serving on the board. They will attend their first official board meeting in two weeks. The minister, Reverend John, is looking forward to a productive year with the new board.

Let's fast forward to twelve months from the first meeting. The board is experiencing a great deal of turmoil and appears unable to move forward in the implementation of its five-year strategic plan. Frank and Reverend John are constantly arguing about the budget, Frank's telling staff members how to do their job and his desire to redo the work of committees at most board meetings. The rest of the board is growing tired of the constant tension and would like to move the ministry forward toward the shared vision.

The above scenario is one that happens in Unity churches from time to time. Why do enthusiastic board members engage in ongoing conflict with the minister and/or other board members? While there are multiple solutions to this situation, I believe the lack of understanding the roles and responsibilities of a board member in a Unity church contributes a great deal to tension.

Resolution:

Let's examine some ways to prevent situations like this from happening in your ministry. We will assume the Nomination Committee has done an

excellent job in identifying and recruiting qualified people to run for the board. The congregation elected the slate presented by the committee, confident in the ability of the Nominating Committee to carry out their responsibility.

Prior to the first meeting of the board of trustees, a formal board orientation session needs to be conducted with ALL board members present. My definition of "the board" includes the minister(s) and the elected board members. The orientation is a special meeting of the board for the purpose of bringing all the board members together to learn, review and discuss the specific responsibilities of the board. This session is facilitated by the minister and the board chairperson. New board members are given a board manual containing important information about all facets of the ministry. Returning board members receive updated information for the manuals. Participation by all board members is important for a variety of reasons: (1) it is the first meeting of the new board as a team; (2) it serves as a review session for the current board members; and (3) mentors can be "assigned" to help the new board as they transition on to the board.

Spirituality and administration:

The over-arching theme of the orientation session and all board meetings is the ongoing spiritual growth of the individual board members—integrating spirituality and administration on the board meetings.

Over the past several years, I have asked the board members at each board training session or retreat I have facilitated the following question, "How many of you came to your Unity church the first time because you wanted to be elected to the board?" After a few laughs and humorous comments no one raises his/her hand. Most came to the church because they wanted something more in their life or were on a spiritual path. I believe their position on the board is part of that spiritual journey.

I would highly recommend *Transforming Church Boards into Communities of Spiritual Leaders* by Charles M. Olsen to learn more about the "worshipful work" of boards—how to bring spirituality and administration together in a way that calls people to lead.

Roles and responsibilities:

Some of the key topics to be included in this orientation are discussed below. This listing is a result of my work over the past several years with numerous Unity churches.

Governance

Meet their own spiritual and ethical responsibilities.
Develop and implement a board of trustees code of ethics.
Be familiar with the state laws governing the 501(c)3 corporation.
Enact charter and bylaw changes as necessary.
Review existing bylaws in great detail every three years.
Have a thorough knowledge of your ministry's bylaws.

Marketing/Public Relations

Community Relations

Develop a marketing plan for your ministry.
Develop and implement a plan for communicating with your congregation.
Enhance the public image of the ministry in the local community.
Communicate with the Association—our job is to serve the minister and the ministry. Let us know how we can best do this.

Planning

Determine and interpret values, mission, vision and goals by developing a strategic plan for the ministry.
Implement, monitor and evaluate strategic plan.
Conduct an annual review of the strategic plan and make changes/adjustments to the plan as needed.

How many of the duties are performed by the board will depend upon the size of the church, its complexity and size of staff. All areas to be clearly understood and in writing!

Additional areas to be discussed and agreed upon include attendance, record keeping, fulfilling statutory requirements, conflict of interest and confidentiality. A brief discussion of each area is listed below.

Records

Maintain complete, accurate board, committee and task force meeting minutes, and financial statements. Explain the financial statement to the new board members so they will understand how to use them.

Confidentiality

Respect the confidentiality of discussions at board/committee meetings. This is one of the most critical issues facing boards.
Once a decision is made it is the responsibility of the trustee to support the board decision.
If you are unable to do so consider resigning from the board.

Human Resources

Select and support the minister(s) in his or her role as the spiritual leader, administrator and member of the board.
Develop a performance review process for the minister and staff.
Assess and improve the performance of the board through ongoing board education programs.
Conduct exit interviews with retiring or resigning board members.
Approve and fund staff positions. The minister hires his or her staff.
Support additional training for staff to equip them to serve the congregation.
Secure by volunteering and/or asking others to volunteer in the life of the ministry.

Policy

Help set policies for operations. In some instances help implement the policies.
Review established policies and update if needed.
Conduct procedural audits to ensure policies and procedures are being followed.

Financial

Ensure the generation of revenues and adequate money for the operation of the ministry.
Make financial and investment decisions either as a board or through the recommendations of a finance committee.
Personally support the ministry through tithing.

Statutory Technical Requirements

Ensure minimum statutory requirements are met such as filing annual reports, withholding taxes, IRS regulations.
Keep abreast of changes in these areas.

Avoid Self-Dealing or Enrichment

Discourage any business transactions between trustees and corporation. A written conflict of interest policy is helpful.
Conduct openly and with stringent safeguards if transactions are necessary.

Attendance

Be present at all board, task force and committee meetings.

I believe a thorough and well-organized board orientation session is a critical first step in creating a successful harmonious board. The ongoing assessment and self-evaluation by the board of the educational needs are also important. I have designed a Board of Trustees Self Evaluation tool to help ministers and board members examine the corporate operations of their board and an individual assessment of each board member's personal contribution. I will mail a copy to you upon request.

"Spirituality has touched worship, education, counseling, and evangelism. It is now ready to touch administration. I believe that such a movement is afoot. I know that it is not mine, but God's. I am willing and excited to be a part of what God is doing." (Olsen, page xvii)

Resources:

Mead, Loren B. *Transforming Congregations for the Future*, The Alban Institute, Suite 1240 W, 7315 Wisconsin Avenue, Bethesda, MD 20814-3211, 1994.

Morris, Danny E. and Charles M. Olsen, *Discerning God's Will Together A Spiritual Practice for the Church*, The Alban Institute, 1997. (See address above.)

Olsen, Charles M., *Transforming Church Boards into Communities of Spiritual Leaders*, The Alban Institute, 1995. (See address above.)

Barbara O'Hearne can be reached by telephone: 816-531-3353, fax: 816-753-8200, email: ohearne@qni.com or US mail: Oak Hall #1212, 4550 Warwick Blvd., Kansas City, MO 64111.



Debbie Ball
Convention
Coordinator

Featured Speakers at the 1998 Unity People's Convention

WHAT: New Dimensions: Coming Up Higher

WHEN: June 15-20, 1998

WHERE: Doubletree Jantzen Beach Hotel
Portland, Oregon

Please join us for a week of "Coming Up Higher" at the annual Unity People's Convention. Some of our featured speakers are Dr. John Spong (featured in the last issue of *Contact*), the Reverend Mary Tumpkin, Julia Cameron, Gene Perret, and many, many more. This issue we will be highlighting the above mentioned speakers.

Reverend Mary Tumpkin is president of the Universal Foundation for Better Living in Chicago, Illinois. She is also the founding minister of the Universal Truth Center for Better Living in Miami, Florida. This widely acclaimed teacher-minister has lectured throughout the United States as well as in Canada, the Caribbean and in South America.



Through her publications, Reverend Tumpkin reflects her commitment to spiritual and intellectual growth and consciousness made manifest through more abundant living.

Her dynamic leadership has expanded her 1,000-plus membership into programs such as a prison ministry to develop a rehabilitative halfway house, a healing ministry with emphasis on spiritual healing and a multicultural ministry to address the needs of a diverse population as well as a private learning academy serving infancy through third grade.

Reverend Tumpkin is the president of Universal Truth Community Development Corporation which addresses business development, housing and educational needs of the North Dade County community in Florida.



Writing since the age of 18, Julia Cameron has had an accomplished, distinguished and extensive journalism career.

Julia is an active artist who teaches internationally. A poet, playwright, fiction writer, and essayist, she has

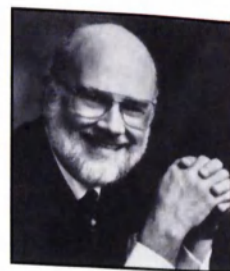
extensive credits in film, television and theater and is an award-winning journalist. She is the author of the international bestselling books on creative practice *The Artist's Way* and *The Vein of Gold*, and has taught and refined her methods for nearly two decades.

Through her writings and workshops, Julia has inspired millions to pursue their artistic dreams. As a result of her popular workshops on unlocking creativity and living from the creative center, "creativity groups" have formed across the country and throughout the world, from the jungles of Panama to the outback of Australia.

People are frightened to believe that they can achieve their dreams. Creativity is essentially a matter of faith in yourself.

--Julia Cameron

Award winning humorist, Gene Perret is one of the country's premier comedy writers. His warm and witty presentations are about how humor can benefit everyone both personally and professionally. He delights audiences with his refreshingly funny anecdotes about the many celebrities he's worked with, and his travels to the battlefields of Beirut, the Persian Gulf, and Saudi Arabia with the Bob Hope USO Tour. He's seen the power of humor in action under the most trying circumstances and he equates that to everyday and business life.



Gene is the winner of three Emmy Awards and one Writer's Guild Award for his work on "The

For more information or registration brochure, write to the Association of Unity Churches, PO Box 610, Lee's Summit, MO 64063.

Carol Burnett Show" and he has been writing for Bob Hope for the past 25 years.

Who says God doesn't have a sense of humor? Certainly not humorist Gene Perret, author of 16 books on humor. Gene's latest collection of one liners and stories, **ON THE 8TH DAY GOD LAUGHED**, honors our Creator while it tickles your funnybone. Gene says, "God created the world, and us, in six days. On the seventh day, He rested, but I believe that there was an eighth day when He sat back and had a good, hearty laugh."

"I preach the Gospel of humor. I travel around the country trying to convince people that a sense of humor is good for them and for business. Humor is not reserved for the professionals. It's not the exclusive property of Johnny Carson, Phyllis Diller and the like. It belongs to every life. It's good for us."

Special Awards to be Presented at Your 1998 Unity People's Convention

The Association of Unity Churches has the distinct honor of presenting the prestigious 1998 **Light of God Expressing Award** to **Charles A. Neal**.



Charles, along with his wife Nancy, is co-minister of the Unity Church of Christianity in Tulsa, Oklahoma, since 1983. Charles is a native of Great Britain, where he

was the deputy head of the Speakers Department serving under Winston Churchill. He came to the United States in 1949 working as a journalist and editor.

He was ordained in 1959 and has served Unity centers in Fort Worth, Texas; Colorado Springs, Colorado; Atlanta, Georgia; Detroit, Michigan; and St. Petersburg and Miami, Florida.

Charles is well known throughout the Unity movement as a lecturer, author, and radio personality. He pioneered the successful use of one-minute radio spots to publicize Unity around the country. He

has spoken frequently at Unity headquarters at retreats and the ministerial school, and has been a featured speaker at retreats and centers nationwide.

He was awarded the honorary degree of Doctor of Divinity in 1969 for outstanding services to the Unity movement. Charles will receive the **Light of God Expressing Award** Monday evening, June 15, 1998.

Criteria for Nomination of the **Light of God Expressing Award**

1. The person shall have made significant and lasting contributions to the Unity movement.
2. The person's life shall have exemplified the Unity teaching.
3. The person's contributions shall have been in one or more of the following areas: healing, teaching, speaking, writing, leadership, world peace, science, human relations, media and the arts.

The 1998 **Charles and Myrtle Fillmore Awards** will be presented to **Warren E. Meyer** and **Mayola Saltpaw**.

Mayola Saltpaw earned three degrees including a masters in social work from the University of Michigan. She taught grade school for ten years and was

involved in social work for sixteen years prior to coming to Unity.

Ordained in 1975, Mayola has served churches in Detroit, Michigan, and was founder of Unity of Warren in Girard, Ohio, and Unity of Inkster in Inkster, Michigan.

Mayola will receive the prestigious **Myrtle Fillmore Award** on Tuesday evening, June 16, 1998.

A graduate of Unity School of Christianity, Warren Meyer was ordained in 1950 and later became the senior minister in several Unity churches. He first served in Santa Barbara, California,



and later founded ministries in Oak Park, Illinois, and Tacoma, Washington.

With his wife, Margurite, he has served as co-minister in Yakima Washington, San Jose, Santa Rosa and Richmond California. They are both retired as Ministers Emeritus in Santa Rosa, California.

Warren has written two well-known books published by Unity School of Christianity entitled *How to Let God Help You* and *Dynamics for Living*. He has also published a collection of affirmative songs *Sing! Be Happy*.

Known by many for his radio presentations and lectures, Warren has traveled extensively spreading the Unity message with his Truth talks. He will receive the **Charles Fillmore Award** on Wednesday evening, June 17, 1998.

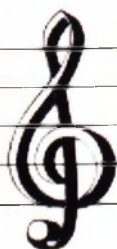


Criteria for the **Myrtle Fillmore Award**

1. Demonstrated service through a consciousness of prayer.
2. Ministered in supporting roles such as counseling, prayer ministry and non-Sunday oriented programs.
3. Exhibits a presence of love for and affirmation of the idea of the Christ.
4. Demonstrates peaceful acceptance of self and others, and resolution through prayer.

Criteria for the **Charles Fillmore Award**

1. Demonstrated dynamic leadership.
2. Pioneered innovative programs and/or ministries.
3. Achievements indicative of a visionary consciousness (may include such measurable criteria as establishing several successful churches, exceptional success in a single ministry, or other contributions and/or achievements that raise the awareness of Unity in the world in positive and meaningful ways.)
4. Publication of books, poetry, music, articles, or monographs of a spiritually uplifting nature, consistent with Unity's viewpoint.



News from the Music Committee. . .

by Marsha Penrose

"Each quarter is different. . . one of the exciting things about each program, and offers something for everyone."

Music Committee Meetings

By the time this issue of *Contact* reaches you, the Music Committee will have met in January to review all the songs submitted for *Love Notes* for the coming year. We will have selected 24 songs, contacted the artists about licensing agreements and DAT masters, have begun designing the j-card, and begun the process of bringing you songs based on Unity thought for your special music and meditations. This week-long selection process involves careful evaluation of each song for content, singability, usage, harmony, inclusiveness, and language. Each quarter is different...one of the exciting things about each program, and offers something for everyone.

Program 13, which comes out in June, will be available at the national Unity convention in Portland, as well as directly ordered from the Association. For current subscribers, we will be enclosing a renewal card with Program 12 (due out in March/April), to enable you to continue the program without interrupted service. And if you have not tried *Love Notes* yet, this is the opportunity for you to give us a call! Our telephone # is 816-524-7414; please ask for Margie to order.

We would again like to encourage music submissions throughout the year, especially those suitably arranged for choir and for services with a theme. These should be submitted in final form, mastered straight to a DAT if at all possible, so that second approvals do not have to be made. If you have any questions about submitting music, please email Marsha at ssa@unity.org or call the Association office, ext. 330.

Upcoming Music Offerings

Speaking of the convention, you and your music directors have the opportunity to discover some great music seminars and enjoy musical performances throughout the week. Seminars utilizing music include those on Gospel Music and its history and influence; Devotional Dancing—songs and chants combined with simple, fluid movements; A Taize Experience—music, prayer, and

chants in many different languages & faiths; Harnessing the Healing Power of Music, helping you select and use music appropriate to needs; and Creative Resources for Music Ministry—how to find and use music creatively.

Music performances at convention include a dynamic opening revue presented by Spirit Expressing; an evening devoted to Honoring Sacred Spiritual Traditions through music, dancing, chanting, drumming and prayer; a morning montage of rhythm and blues by The Guitars of Unity of Vancouver; the stylings of Daniel Crothers, a multitalented keyboard musician and songwriter; the Unity in Action Choir, singing everything from modern to gospel; the New Gospel Quartet from Nashville; and the celebratory Kanikapila Music and Dance Fest to be held at the banquet. Join us for these joyous celebrations of life through music!

Best of Love Notes Information

If you have not yet heard about the *Best of Love Notes*, this is a pleasure to listen to. Offered as a two-part volume in cassette or CD format, these contain all the songs from Programs 1-4, our bestselling programs to date. These may be ordered from us directly, or through your local bookstore. These are an inspirational and thoughtful gift item.

Hymnal News

Many of you have called to ask about the status of the new hymnal. The Hymnal Committee met in January as well, and are still evaluating songs from the overwhelming response of nearly 2000 submissions offered. Each of these songs are logged in by Eileen Douglas, the facilitator of this program, carefully evaluated by committee with identical criteria, categorized and then results tallied when all songs are tabulated. At present, we are still in the evaluation process. This is a laborious and exacting, but exciting task! We will keep you updated from time to time on progress being made.



Family Systems Driven Conflicts

As ministers, licensed teachers and lay leaders, it is important for us to understand how churches behave like families, how the family system works to maintain itself, and how we play into the system. It is also important to realize that church family systems can be managed, providing they are not resisted. The key is to discover how your church family is structured, who are the parents, what are the tensions within the family, and how your personal issues play into the system.

This article is a general overview on the subject of family systems operating in small church communities (Family and Pastoral size churches). While events and circumstances contribute to the development of interpersonal and community-based issues, the system itself is largely responsible for translating these tensions into conflicts.

Think about your own family. What were some of the tensions which had to be managed by your parents? Did your parents always have the resources to manage those tensions well? What conflicts were created because you and your family lacked certain resources which were needed in order to deal with the challenges the family faced?

Churches under 150 Sunday participants behave like families. They process tension like families. They bring limited resources to meet the challenges of church life. *Parents* within the church system are those who are most responsible to the tensions which affect the family's well-being. The management of tension in the church family may or may not be healthy because people deal with stress according to their conditioned coping strategies. In church systems, parents seek to control situations and circumstances in order to insure stability. While their intentions are usually heart-centered, their methods can become divisive and inflammatory.

In church families, tradition and unspoken rules govern how tension is processed, how people communicate, and how decisions are made. A common rule in church families is to withhold information which may hurt or upset the children. Parents routinely reframe reality in order to cope with the stresses which may adversely affect the family.

Children within a church family system are adults who differ or look up to one or more parental figures within the community. Children depend

upon their designated parents to keep them safe. This dependency and the inherent symbiotic nature of the parent/child relationship keeps the system stable and resistant to change.

Within a church community there may be several parents, each possessing children or groups of children (adults who defer). Often there is also a godparent—a matriarch or patriarch who has decisive influence within the system. In some instances, the minister is a parent, but not typically if he or she is new to the family. A board member is likely to be a parent. A choir director or licensed teacher may be a parent. Each is in the parental role because people have unconsciously placed them there. They serve as guardians and protectors. Parents, therefore, are those individuals who have power in the community.

In church family systems there is a difference between *parental* power and *presumed* power. Presumed power exists by virtue of authority within an organizational structure. Small churches, especially those with history, are first a family system and then an organizational structure. In other words, parental power rules. As I mentioned earlier, the minister or individual board members may be in the parental role possessing both power and authority. But, what happens if the minister is not a parent? How does his or her presumed power (authority) work when it is challenged by an established parent? This disparity creates tension. What happens if neither the minister or any of the board members are in the parental role? There are many scenarios which can make up the brain chemistry of the church family's central nervous system, with each having both strengths and weaknesses. The pivotal issue is how the tensions and emotional energy of the system is managed.

(This article will continue with Part Two in the April/May issue of *Contact*.)

For more information on understanding and working with church family systems read: *How Your Church Family Works* by Peter L. Steinke; *Church Conflict—The Hidden Systems Behind the Fights* by Charles H. Cosgrove and Dennis D. Hatfield; and *Healthy Congregations—A systems Approach* by Peter L. Steinke. These books are available through the Alban Institute. If you want to help with working with conflict in your life and ministry listen to: *Embrace Tiger/Return to Mountain—Spiritual Conflict Management* by Gary Simmons, published by Unity School of Christianity.



Gary Simmons
Conflict Manager



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O. James Remington
Judy and Don Renner
Betty & Ed Ries
Lois Rini
Elaine & Ernest Roberts
Laurene Rose
Lassie & Hal Rosencrans
R. Kent Samsel
Janet Sandborg
Emily Sanford
Cesareo Santaella
Ted Schneider
Thomas Schulte
Jimmie L. Scott
Ralph Seelig
Edna Sessions
Charles and Michele Sevacko
Saul Shaye
Claudia Shellhammer
Donald Sirkin
Mark Skolnick
Jean Slockbower
Mary Smith
Richard & Rita Smith
Ernest & Mary Snook
Gertrude Stanley
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Carol Sublett
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Lisa Thorpe
Elizabeth & Bill Tinics
United Missouri Bank
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Dorothy A. Villman
James Walker
Honna Weaver
Sandra Weisner
Howard Calvert Wiig
Suzanne Wiley
Alfreda Williams
Charmian M. Williams
Elizabeth Williams
Eva M. Wolff



The Question of Lay Representation

by Margee Grounds, Savannah, Georgia

At the Southeast Regional Conference in October 1997, Barbara O'Hearne asked us to discuss the question of lay representation in break-out groups, and provide input on the idea. She told us that such input was being solicited at all the regional meetings. I don't know how your break-out group went during these sessions at regional conference, but in my break-out group (of perhaps 5 people) not one person had any idea who wanted lay leadership in the first place so we could only speculate on their reasons for raising the issue. (Incidentally, there was not much support in our group for giving lay persons—who are neither trained nor experienced in being responsible for the whole of the ministry—decision-making powers.)

I have subsequently given a lot of thought to the beginnings of the information-gathering which provided the initial input for Dr. Renz's report. It was during my first regional conference in 1992 (New Orleans), when people were asked to reflect on what our Association could do better, what they were not doing that they rightfully should be doing, and what they were doing well. At that time, the long-unanswered question was raised: "Is the Association of Unity Churches an association of churches or ministers?" I think this is actually behind the push toward lay representation—the seemingly democratic move to convince churches that we are representing them as well as ministers.

What seems to me to be needed, rather than the insertion of lay governing powers, is the creation of a position statement that makes a convincing and clear case for the truth that the best interests of both ministers and churches are inseparable. We need to begin operating from a spiritual perspective, and put the "us" and "them" thinking behind us and if the Association doesn't lead in doing this, who will?

Barbara O'Hearne promised to check with David Renz about who the "we" were who started this discussion in the first place—since she didn't know. After examining the top five priority issues which are highlighted in Dr. Renz's report, I didn't find the call for lay representation included. I have since talked with Carl Osier, and learned that the issue was raised in the full Renz report, and Carl offered

to send me a copy. I will perhaps learn more when that report arrives.

Barbara O'Hearne told us at the SUMI conference that "lay representation is the wave of the future." If it were the wave of the future according to someone's idea, would that necessarily make it the best policy for us? I read with interest Charles Neal's comments in the most recent issue of *Contact* magazine:

"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 seeming 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."

I would take issue with only one word in Neal's statement: "available." The discipline of thought is certainly available, but the typical laity does not avail themselves of this discipline because this is usually not the focus of their lives (and this, of course is unfortunately true of even some of our minister colleagues whose main focus started out to be spiritual discipline).

Glenn says in his "The Future of Unity Ministries" essay recently printed in booklet form by our Association: "Ministry by laity will be the norm and not the exception. This will occur in local churches and throughout our organizational structures (subregional, regional, state, national, and international.) I can agree with Glenn's forecast to some extent—but as I see it ministry by laity equals having all work that can be done within a ministry by anyone other than a minister delegated, yet nevertheless under the direction of the minister. This does not entail giving over to laity the ultimate authority for making decisions, or even an equal voice in such a process.

I can't see any major objection to having lay input to national and regional Unity boards and

(See LAY REPRESENTATION on page 24)

"What seems to me to be needed, rather than the insertion of lay governing powers, is the creation of a position statement that makes a convincing and clear case for the truth that the best interests of both ministers and churches are inseparable."

Fund Raising

(Cont'd from page 4)

Our keynote speaker for this week is **Dr. E. Bernard Franklin**, Vice President of the National Center for Fathering. Sunday evening his "Ten Values for the 21st Century" will set the tone for ways to nurture and grow our spiritual families.

Don't miss this special evening. Open to all, invite those in our community to join us.

In addition to all this, experience the joy of a real live auction, complete with a banquet at Unity Inn. Hundreds of items from all over the world will appeal to the power of Caring Hearts Across Time.

For more information and a brochure on this week, contact our Development Department or check out our web page at <<http://www.unity.org>>. We look forward to welcoming you to this transformative time of renewal, celebration and practical growth.

United in prayer, supportive in ideas, open to abundant financial resources and creative visioning, we celebrate the joy of this miracle of spring.

Break free of whatever tombs may have been restricting you.

Celebrate the beauty of spring at Unity Village. Join us in this week of awakening.

Consider a special item or items you can donate to our annual Caring Hearts Across Time auction to be held on April 21st. To be included in our auction program, contact us by March 16th and let us know the "treasure" you will donate.

Auction Angels will also make this special event a real success. Anyone or any business donating \$100 or more in funds is an Auction Angel. Even if you cannot be with us in person, spread your wings and bless our ministerial students' Class Fund, STARlight and our Association.

Have a joyous Easter season, dear friend. I celebrate the miracles of this day moving mightily through you.

Appreciation Sunday

By cultivating the beautiful, we scatter the seeds of heavenly flowers, as by doing good we cultivate those that belong to humanity. --Howard

Appreciation Sunday, Thank You Sunday, Blessings Sunday, Volunteer Sunday, Joys R Us...what do you call your celebration to honor and appreciate your volunteers, your pastor, your staff, or community? Do you have a brunch, lunch or dinner? Awards or entertainment? Recognition ceremony? Do you celebrate one Sunday in May, or throughout an entire month?

Every center celebrates their blessings in different ways. The theme this year, listed above, truly reflects how blessings are sown...one small seed at a time, which grow into something of beauty and meaning. The bulletin for this event portrays a common thistle and moth—an often overlooked wayside visual, made beautiful by its focus and simplicity. And isn't that what these celebrations are about...focusing on the simple, unconditional acts of others offered on our behalf?

We would love to offer news from you in *Contact* about the success of your appreciation events. They would also serve as wonderful catalysts for those churches and pioneering ministries that do not yet have such a program, or are looking for new ideas that would minister to their corner of the world. If you would like to share those, please feel free to send your news/newsletter to Marsha Penrose at the Association office or email ssa@unity.org, and they will be featured in future articles.

If you are in need of any product ideas as tangible expressions of your appreciation, we do also have many items in stock that might fit your needs. Margie, in the Order Dept., will be glad to help you with any of those orders or information.

We wish you a wonderful Appreciation Sunday event!



Association of Unity Churches: FINANCIAL STATEMENT



As of September 30, 1997:
General Fund:

	September	Year to Date Actual
REVENUES		
Love Offerings	\$78,934.60	\$1,204,789.21
Other Income	5,491.68	95,503.19
Gross Profit from Sales	8,004.03	182,367.57
Total Revenue	92,430.31	1,482,659.97
EXPENDITURE	126,347.88	1,216,412.60
INCREASE (DECREASE) FROM OPERATION	33,917.57	266,247.37
NONOPERATING: INTERFUND TRANSFER		
Less: To Expansion (Tithing)	(9,194.63)	(110,418.92)
Less: To Development (Contributing Friends)	(288.73)	(13,497.35)
Less: To Building Operation Fund for utilities & R/M	(2,898.83)	(34,785.96)
Less: To Convention Fund for Line Of Credit	0.00	(100,000.00)
Add: From STARlight Fund (50%)	1,447.12	28,751.68
Total Transfer	(10,935.07)	(229,950.55)
NET INCREASE (DECREASE) OF NET ASSETS	\$ (44,852.64)	\$ 36,296.82

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):

	September (Actual)	Year to Date (Actual)
REVENUES		
Love Offerings—Living Curriculum	\$ 6,918.76	\$ 274,253.40
Love Offerings—STARlight	2,894.27	57,503.38
Grant Income-Templeton	0.00	60,000.00
Others	7,464.10	85,379.02
Total Revenue	\$17,277.13	\$ 477,135.80
EXPENDITURE	20,212.12	181,700.06
INCREASE (DECREASE) FROM OPERATION	\$ (2,934.99)	\$ 295,435.74
NONOPERATING: INTERFUND TRANSFER		
Less: Transfer To Other Funds		
To Curriculum Fund (Restricted)	(5,189.08)	(205,690.05)
To Int'l Ministry (Restricted)	(723.56)	(14,375.84)
To General Fund (STARlight)	(1,447.12)	(28,751.68)
To Conference Fund	(5,000.00)	(5,000.00)
To Legacy Fund (Restricted)	543.71	(5,026.48)
To Building Operation Fund	(457.75)	(5,493.00)
To Reserved (New Building)	(199.48)	(2,243.95)
To Building Fund (Restricted)	(199.48)	(2,243.95)
Total Transfer Out	(12,672.76)	(268,824.95)
Add: From Contributing Friends (General Fund)	288.73	13,497.35
Total Transfer	\$ (12,384.03)	\$ (255,327.60)
NET INCREASE (DECREASE) OF NET ASSETS:	\$ (15,319.02)	\$ 40,108.14

**"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 if there is not a Licensed Teacher Postgraduate Week for a year? Would licensed teachers feel dishonored? Would they take a look at this event and evaluate what it means to them? These and many other questions have occurred to us in the planning of the next event year. After much prayer and deep consideration of many factors, it has been decided that the next Licensed Teacher Postgraduate Week will be in 1999.

That's not really far away at all! Just far enough away for us to really look at the program, and to invite a change in consciousness for this event. You have asked for a more inspirational program, for more high-profile speakers, for more things that relate directly to your interests as teachers. You also asked in 1997 for the next postgrad week to have a Bible theme. All these ideas will be added to the mix as we do our part in the planning for 1999.

Likewise, we invite you to be part of the thinking, planning, and participation. What will it take for you personally, as a licensed teacher to attend and support this week-long program? Approximately five percent (5%) of our teachers attend this event annually. What more can we do to offer a program that will educate, inspire, and challenge you? How can we balance that with stewardship issues, keeping registration costs reasonable so that money does not turn people away?

Further, is there another format in which you would feel more supported? As you can see, we have many questions. Together, I know we will develop answers. Together we are creating exciting times for licensed teachers. You asked for more ways to get postgrad credits. We responded by granting credit for some activities taken locally. You asked for SDS in the field to alleviate the waiting list for 1996 graduates from USRS. Three were held this past fall. You told us the Licensed Teacher Code of Ethics did not suit your needs. A task force of teachers met and together drew a proposed code which has gone to you for input. You indicated the need for help in the minister/licensed teacher relationship. A task force has been appointed, chaired by a licensed teacher, which is made up of both ministers and teachers to address this issue. The first meeting was in January, 1998.

As you contemplate the questions about postgrad week, I invite you to take this event and all concerned with it into prayer, asking Spirit to take charge of this event, to guide each of us in taking the action necessary to make it a widely attended, deeply inspirational, and soul nourishing week. I look forward to seeing you there!



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:

Jim Fisher, ordained in 1979, has served Unity ministries in St. Joseph, Missouri; Minneapolis, Minnesota; and Roanoke, Virginia, before accepting his present position as minister of Unity of Lehigh Valley in Emmaus, Pennsylvania.



Prior to becoming a Unity minister, Jim served in managerial and professional positions for a major oil company.

Jim has been active in the Association, serving on several committees as member and chairperson. He has also served on the regional level as regional representative.

Violet (Vi) Davis was ordained a Unity minister in 1981 and served as a staff member of the Retreats Department of Unity School from 1981-84 and was selected as associate director of the Retreats Department in 1983. She has served Unity ministries in Savannah, Georgia, and Des Plaines, Illinois. She is now pioneering a Unity ministry in Palatine, Illinois.

Vi has served on several Association committees on the regional and national level. She is now serving as the regional representative for the Great Lakes region, a position she has held since 1992. (No photo available.)



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 needs 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 Unity 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 1997 SDS with our Association was December 31, 1996. By January 1, 1997, we surprisingly 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 in January was to invite 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 later to SDS in 1998.

Then in May, something unusual happened that had not happened before, and was an answer to some candidates' prayers. Every candidate who had either been invited in January to the three 1997 SDS's to be offered here, and who had been placed on a tentative waiting list or who were on USRS' list of 1996 CEP graduates 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 do the three SDS's at Unity Village and 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 an SDS in the spring and in 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 knows best and is in charge of our licensed Unity teacher program. My role as Licensed Teacher Coordinator is to do my part by being patient, willing to listen, to release and let go—allowing 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.

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 31 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 April 15, 1998.**

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.



Dorothy Genske
Licensed Teacher
Coordinator

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Lay Representation

(Cont'd from page 19)

committees, but there are some minor ones: (1) such input, if made in person rather than through written reports, would make already-packed agendas more lengthy and cumbersome; (2) travel to committee and board meetings probably has to be underwritten by someone, since lay persons would already be required to give up work days—and are most ministries able to underwrite such expense? If they can't would representation by some churches and not others be fair to those who cannot attend?; (3) having laity present during meetings would probably preclude the sense of "safety" ministers feel when they are among only other ministers, and make discussions less open than otherwise. It takes great tact to talk about the issues ministers need to know how to deal with when some of the persons who may be the source of those issues are present.

I do see a major objection to giving lay persons voting rights. We carefully screen applicants before accepting them as either MEP students or field licensing candidates. We then require extensive and intensive training, and we monitor progress during this process: some candidates are even denied ordination. We subsequently require ministers to have a number of years experience in a successful ministry before permitting them to serve on the Association of Unity Churches board. It would serve no one's best interest to have one standard for ministers and another (or no) standard for laity.

Perhaps the best way to make use of the expertise certain lay persons would bring to our Association is through input via membership on advisory boards. I serve on several such boards myself, for Hospice, Savannah, for example, and for the Chatham County Department of Family and Children's Services. As members of the advisory boards we have no voting powers, but the agencies

for which we provide input do listen and take into account our ideas and observations—they are enriched by whatever individual expertise we are able to bring to the board. Such boards also facilitate communication between agency staff members and the representatives of those being served by the staff—and are thus educational as well as representational.

Carl Osier told me that the issue of lay representation up for discussion as a result of the Renz report is purely exploratory at this stage: if we were to have lay representation in the Association, what would it be like? What would be the advantages of having laity represented. What would be the drawbacks? These are the questions intended for discussion so that those working to examine this issue can make some recommendations. Carl said that this process is being conducted because a similar process was not conducted prior to the presentation to the annual conference body last year of the Code of Ethics, and the recommendations made by the task force were not supported—which made all the good work they had done to no avail.

I was concerned that, based on the feedback we have been asked to provide during these focus groups (without, I think, being given an adequate context for such feedback), next year at conference we would be asked to support some program formulated to advance an agenda of lay representation because "you asked for it." Carl guarantees this will not happen.

My reason for sharing my thoughts with you is to prompt you to do some serious thinking about the pros and cons of lay representation so that in the future when you are perhaps asked to vote on the issue you are prepared to ask pertinent questions, the answers to which can help you cast an enlightened vote.

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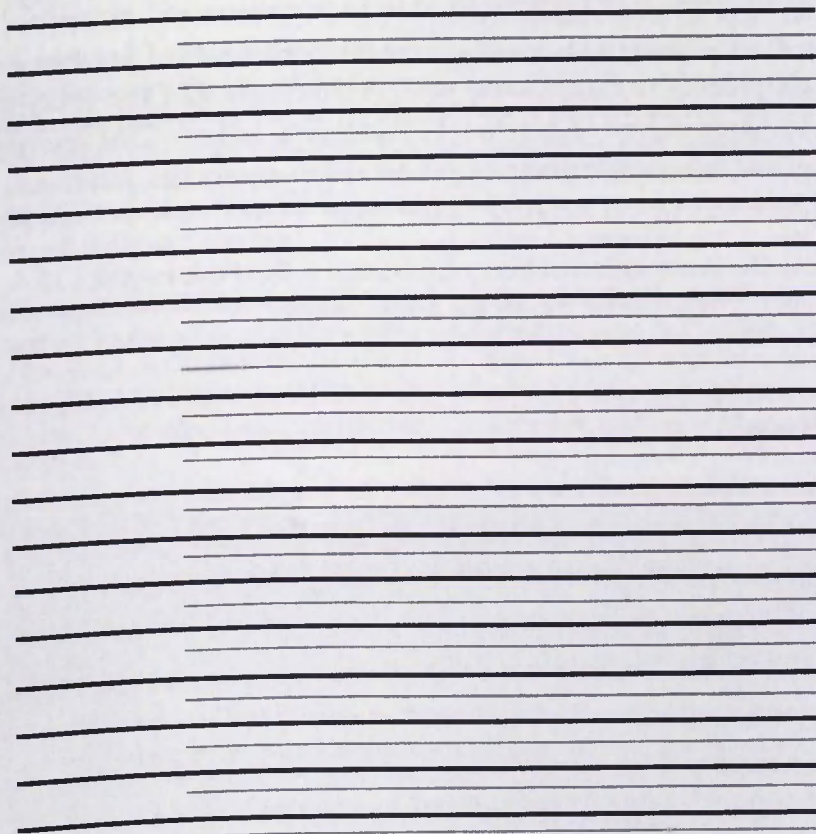
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Contact

Vol. 32, Issue 2

April/May 1998





Letter From the Chair



Jimmie Scott
First Church Unity
Nashville, Tennessee

Hello friends and colleagues,

From time to time over the past few weeks many of you have called or written to ask me how things are going, and of course, I'm always pleased to say they're going well because from my perspective, they are.

Isn't perspective a wonderful thing? Anyway, back to the subject at hand, i.e., the calls and letters. . . As my term as Chair of your Board of Trustees draws to an end, I want you to know how much I value all the support and encouragement you've given me. I value the faith you've placed in me and the Board of Trustees. Your faith has freed us to be creative and secure in who we are as individuals and as a collective body. That kind of freedom is bound to bear productive fruit at some point in the evolution of this entity we call the Association of Unity Churches. Lillian Smith, author of *The Journey*, said, "To believe in something not yet proved and to underwrite it with our lives is the only way we can keep the future open. "

I believe in the Association of Unity Churches. . . I believe in you. . . I believe in me. . . Together let's keep the future open!

God bless,

What Should You Be Sending Us?

There has been some confusion with regard to the documentation that the Association requires for affiliated ministries, and we would like to clarify this matter.

Churches who are affiliated with the Association Expansion Program are required to provide us with copies of their monthly financial statements and steering committee minutes.

Full status churches are required to submit annual financial reports and copies of their articles of incorporation and bylaws.

We also appreciate information updating us to what is taking place in your ministry.

If you have not been submitting the above documents, we ask that you begin doing so. This will fulfill Internal Revenue Service requirements for maintaining tax exempt status, as well as assist us in serving you better. Thank you for your cooperation. You are a blessing to us.

Send documents to: Association of Unity Churches • PO Box 610 • Lee's Summit, MO 64063

Volume 32, Issue 2
April/May, 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 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.



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,

You may or may not remember that a year or so ago, I told You that I was going to help You update Your Book because I don't think You realize You are not quite with it as far as the way the world is today. Also, in reading the best-seller book list in the paper these past few years, I have not seen Your Book listed as it had been at one time.

I care about You. I would not want to be standing at the checkout stand at the grocery store with tabloid headlines leaping off the page at me which say such things as A COVER-UP IN HIGH PLACES or A HEAVENLY HUSH-UP. That will not do. So, here I am my dear Friend, ever ready to help as best I can.

Of course we shall begin at the beginning with Genesis just as You have done. Now then. You are doing fine up until You get to verses 20 through 25. That is where the BIG problem lies and BIG it is.



Vesta Barth

Your words in the Book sound so lovely. There is a sense of peace and calm about all this creationing You were doing, but I fear You left out some important information. I have before me several articles from our local paper that I cut out a few months ago along with little bits and pieces of information I have gleaned along the way from watching television.

My one article is about a 50-foot fossil skeleton found in Montana I believe it was. The article didn't say where, but I try to keep up on these things and

I am pretty sure I am right. Anyway, the article states that this beastie is a Tyrannosaurus Rex named Sue. See, it had a name and if something has a name that means that it is loved and is important to someone. Sue is so important that she was worth \$8,000,000 at one of the better auction houses. What I am saying is that it is kind of hard to keep something that size hidden for any great period of time, even if she is 65 million years old. You are the One that made us eternal beings, remember?

I was so enraptured with all of this I had the one with the brown eyes take his steel tape and measure the length of our house. The reason for that being I didn't have any idea what 50 feet looks like. Our home is a modest dwelling. We downsized when we retired and moved to be nearer to some of our family. The house is quite cozy and we like it a lot; however, even though modest in size, the house is 54 feet long and, personally, I would not care to find a family pet that size on our front porch—even if she is named Sue.

My other articles mention there have been more than 6,000 fossils of 80 various and sundry types along the same lines as Sue. They were found in Utah. These are a bit older than she by about 45 million years give or take a few. There have been other such findings in other lands.

Now then, Dear, it seems to me that some of this interesting lot should have been included somewhere in with all the other "moving creatures and fowls that fly above the earth." Surely, they were noticed. Haven't You glossed over a few things? Also, they ate up much of Your flora and fauna.

I can see where You thought You might have made a mistake in bringing them forth upon Your earth, but You should have known Your secret would come out sooner or later.

I leave the rewording of these verses up to You. I am sure You will come up with some appropriate way to say You goofed and did leave out a few things. As for me, I like to be as much help as I can in these matters and I am now preparing our next project. Adam and Eve.———Surely, I didn't hear a sigh just now.

Love,
Vesta



Glenn R. Mosley
President & CEO



Shay St. John
Vice President
of Development

*A tribute
to the past
A salute
to the present
A vision
for the future*



United with every ministry and study group in our Unity movement, we have the opportunity to welcome the 21st century with a bold and daring project. Our Association Board of Trustees approved design and creation of a beautiful and memorable book that will tell our churches' history, celebrate Unity ministry growth through this 20th century and honor the vision that strengthens our **Wings Across Time** into the 21st century.

Ideas are still emerging. An overview of what this book will include is important. Concepts may be expanded as details come into clearer focus, yet the intent and focus of **Wings Across Time** will remain in alignment with this overview.

Within its pages will be a chronological presentation of the emergence of Unity ministries. From our beginning in Kansas City into present day growth of study groups and ministries, this is a story of epic proportions. Participation by ministries and study groups through space reserved to tell their story may well require more than one volume.

Our Association of Unity Churches will tell its story, from the days of the Unity Ministers' Association (UMA), to our present work in our home office and throughout our Unity movement.

Double pages (hopefully) for each of our seven regions will provide maps and listings of current ministries. A directory of churches will indicate addresses and ministerial leadership as of 1/1/2000. The page on which information about that ministry is available will be indexed within this directory.

Light of God Expressing and *Charles and Myrtle Fillmore Award* recipients, past presidents

and chairs of our Association board, global leaders within our Unity family, all this and more will be acknowledged in special ways within this book.

Those moments in which we as a movement stretched our wings and flew proudly for the world to see will be highlighted. Examples of this include, but are not limited to:

- 1) Our Youth of Unity International Officers representing the youth of the world at the United Nations just a few weeks ago in the opening ceremonies for "A Season for Nonviolence."
- 2) The annual Day of Prayer sponsored by Unity School, including all of Silent Unity, in which millions are invited to consciously unite in the healing, peaceful and unlimited power of prayer.
- 3) *I Am There* by James Dillet Freeman becoming part of the first seeds planted on our moon.

The purpose of **Wings Across Time** is to have a visual and permanent record of our Association of Unity Churches and to provide a tangible place to celebrate Unity's history and vision. It will honor ministers and laypersons who made and who now make a difference. Within its pages our congregants will touch the inspiration that continuously guides Unity's growth.

You are invited to participate actively in this publication in several ways.

- A) Reserve space in this book for your ministry to tell its story and sing forth its future. Whether you choose a quarter page (\$350), a half page (\$600), a full page (\$1000), double pages (\$1500) or more, this is YOUR opportunity to be a visible and tangible part of our churches' unfolding expression of

See **WINGS** on page 11, col. 1



Who is Generation X?

Many people are talking and writing about the generation of Americans born between 1965 and 1982. Just when you thought you had the hang of communicating with Boomers, the next group comes along and changes everything. Karen Ritchie, in *Marketing to Generation X*, states that this generation is more different from Boomers than any two succeeding generations known. More data from other sources follows.

For one thing, Xers grew up in a world where things were neither good nor bad, but both were in all things. Every choice became a balancing of rewards and risks. This led to the formation of the most **adaptable and flexible** generation alive.

We now live in a world with an overwhelming number of choices. An openness to options, all equally valid, is a cornerstone of the Xer value system. **Diversity is a core experience** for Xers, who themselves display more diversity in all ways. They defy pigeonholing—another reason why a menu of options is so important to them. (Yes, I know this article sounds a lot like pigeonholing. Sweeping generalizations *can* be helpful if you remember them for what they are.)

Because of their less judgmental mode, they see **truth as open to debate**. (They love to discuss.) Sometimes this is read as a lack of belief. Yet, for many, it means each person sees the world through her/his own perspective and determines for herself/himself what to believe and value. Most are more interested in developing their own spirituality than in an institutional approach. They want to know how God fits in everyday life.

As for marketing to this group, keep in mind that **hype is a turnoff**. They are somewhat defensive about taking information in. They want to try it on before they buy, so if you want to bring them

into church, a highly participative service would be important, along with a variety of entry points.

They are the first generation that cannot remember a time when television did not exist. This means they have a **different way of taking in communications**, and of seeing technology. For them, it is just the backdrop, and a means to an end. Visual modes are the most effective ways of reaching them. Unlike many older generations, they learned to process many unrelated pieces of information simultaneously (i.e., watching TV and studying for an exam!). Their attention is better held by several things going on at once.

They tend to feel the need for more excitement, and **being happy is their number one goal**. They are more peer focused than any other generation—their own age group tends to have more credibility.

These are just some of the trends noticed in this generation. If you would like **more information**, ask for our Marketing Research Bulletin entitled, *Generations*, including information on church marketing and the other two generations in America. (Contact us by phone: 816-524-7414, ext. 356, fax: 816-525-4020, or e-mail: dom@unity.org.)

Marketing for the 21st Century

Marketing planning is one way to prepare your ministry for the next millennium. Barbara O'Hearne has created a workbook to take you step by step through this process. In a worksheet format, this guide will help you understand more about how the marketing process applies to your own situation. You can

order it (\$22) through the order department of the Association of Unity Churches at 816-524-7414.

If you would like further assistance in marketing planning, contact Lisa Wittman for a free brochure.



Marketing Your Ministry
for the 21st Century

A Workbook

Barbara V. O'Hearne
Church Management Consultant
Oak Hall #1212 • 4550 Warwick Blvd.
Kansas City, MO 64111
816-511-3353



Lisa Wittman
Director of Marketing



Broadcasting the Unity Message

RADIO/MEDIA NEWS



Linda Harbin
Radio/Media
Coordinator

1998 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 Grant. All of the applications are reviewed carefully and prayerfully by each member of the committee. This year six ministries applied for the one International Templeton Radio Grant, ten ministries applied for the four Templeton Radio Grants and ten ministries applied for the one Pathfinder Grant.

International Templeton Radio Grant:

One ministry will receive the 1998 International Templeton Radio Grant in the amount of \$5,000.

Unity Church Nigeria - Nigeria, Africa
Dr. Amos N. Kalu, Minister

Templeton Radio Grants:

Four ministries will receive 1998 Templeton Radio Grants of \$5,000 each:

Unity Church of San Francisco
San Francisco, CA
Maureen Bass, Minister

Unity of Washington, D.C. - Washington, D.C.
Sylvia Sumter, Minister

Fox Valley Unity - Batavia, IL
Bob and Marcia McCartney, Ministers

Christ Unity Church - Albuquerque, NM
Greg Barrette, Minister

Pathfinder Radio Grants:

Of the ten applications, two were outstanding, with excellent radio broadcast plans. The Radio/Media Committee chose to award grants to both. Each will receive a 1998 Pathfinder Radio Grant of \$2,500:

Unity Church of Blue Water - Port Huron, MI
Julie Montague and Roy Ayers, Ministers

Unity Church of New Braunfels
New Braunfels, TX
Patti Brooks Krumnow, Minister

Voice of Unity Award:

The 1998 Voice of Unity Award was determined by votes submitted by Unity ministers. This award will be presented during the June Conference to:

Jack D. Kern, Minister
Unity of Naples, Naples, FL

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 honors an individual or individuals with a history of broadcasting over an extended period of time. The 1998 Lifetime Achievement Award will go to:

Phillip and Dorothy Pierson, Ministers
Christ Unity Church
Sacramento, CA

New Public Service Announcements Premiered

A new series of public service announcements (PSA's) for radio and television were introduced during the general session of the January committee meetings at Unity Village. This new



Radio/Media Panel at June Conference in Portland, OR

Join us for a multi-media presentation and a panel of Unity ministers sharing success stories about media coverage for special events, print media, radio broadcasting and TV/cable shows. The panel represents both small and large ministries from all parts of the nation. "Reaching Out—Using Media" is scheduled for Tuesday afternoon, June 16, from 3:30-5:00pm.

campaign, "Seeing The Beauty In All People," focuses on seeing the beauty in all people of all ages and races. The television PSA's were filmed at Unity Village and feature a diverse group of people listening to a guitar player. The cast members were all volunteers—employees and retirees of the Association of Unity Churches, Unity School of Christianity, USRS and Silent Unity, plus MEP students, YOU teens and congregants from local Unity churches and the families of these people.



Our Unity PSA's are an opportunity to make an important statement—without the costs for broadcast time. Well-produced, professional PSA's will leave listeners and viewers with a message that can inform, teach and raise awareness about Unity. Our first three PSA's introduced in 1994 have been broadcast on radio and television nationwide.

Call (816-524-7414, x343) or e-mail: radiomd@unity.org to receive a PSA Packet with samples for both radio and television and assistance for getting started. 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)

Unity in Napa Valley, Napa, CA:

- radio KVON 1440 AM (rotating schedule)

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

Cayman Unity, Grand Cayman 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 Church in Christ, Tallahassee, FL:

- Radio WJZT 100.7 FM (15 random spots); "Stories in the Air" 30 minute show, Thursday 8:30 pm WFSU 88.9 FM & Sunday 6:00 pm WFSQ 91.5 FM.

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 710 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.

Asociacion Unity, Santurce, PR:

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

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 Odessey 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

Unity Church in Milwaukee, Milwaukee, WI:

- Cable TV Ch-14, Tues. 5:00-6:00 p.m.

Current as of 2/98



To the Minister and Board of Trustees:

CHURCH MANAGEMENT



Barbara O'Hearne
Church Management
Consultant

The Exit



Interview

At the Southwest Regional Meeting held at the extraordinary UCLA Conference Center at Lake Arrowhead, California, I was asked to explain the exit interview process for retiring or resigning board members. The original idea for an exit interview came from many discussions with former board members who felt they did not have good closure when they left the board. They had been an important part of the ministry's leadership team while on the board and felt they were of little value once their board term was over. In some ministries, board members end up leaving the ministry. Marilyn Roth, Unity minister of Unity Church of Pasadena said, "If a board member serves two terms I do not see this person at a Sunday service." I hear similar comments from other ministers.

It is important to keep these committed and caring leaders as part of the life of the ministry. There are ways this can be done—through advisory councils, committee membership and task force participation. I believe designing and implementing an exit interview process is an important first step in honoring the retiring board members and finding ways for them to continue sharing their gifts and wisdom. I am using the term "retiring" to describe board members who have completed one or two board terms as well as those who have resigned—regardless of the reason.

Charles Olsen in his book, *Transforming Church Boards*, said "... some people come off boards with a bitter taste in their mouths. The expectation of a spiritually enriching experience has not been realized. Let's face it: We disappoint each other out of our own human efforts. Pastors may disappoint you. Board members may disappoint

each other. You may disappoint pastors. Our failure to process our disappointment theologically in light of God's grace often leave us bitter. Once you accept God's gift of community, confessing that the board is held together only by God's love, you can live in joy and thankfulness—getting on with your high calling" (page 151).

Through an exit interview process the retiring board members, current board members and minister can learn more about the beliefs and experiences of retiring board members. Areas of particular interest could be (1) how did the person's position on the board contribute to their spiritual growth and (2) how can board members continue to enhance and improve their capacity of the board for governance. The interview gives the outgoing board members an opportunity to assess their contributions to the ministry, a safe way to express their viewpoints about the board and gives them a sense of closure.

The Robert K. Greenleaf Center located in Indianapolis, Indiana, has a training manual for nominating committees entitled, "Nominating: Making Decisions for the Future." The authors Anne B. Hoover and Barbara C. Bugg state their purpose for an exit interview is, "to look at the strengths and weaknesses of the organization and how it effects its leadership and policy-makers." They believe "it is extremely important that exit interviews consist of constructive criticism, focus on policies and procedures of the organization, not personalities" (page 86).

Well functioning boards have a way to assess, evaluate and gather feedback and then implement recommended changes based upon that feedback. Does yours?

Exit Interview Guidelines

The process for conducting the exit interview varies. The guidelines presented below are a combination of my experience as a board member and consultant, suggestions from the Greenleaf manual and Olsen's book. They include:

- a) Train the interviewer(s) to insure a more professional interview.
- b) Conduct the interview face to face.
- c) Allow enough time to conduct the interviews in an unhurried manner—give people time to think, reflect and share their stories.
- d) Use open-ended questions. If necessary seek assistance from people with experience in human resources to help you write questions and summaries.
- e) Ask questions about governance and organization policies and procedures, what works, what needs improvement, etc.
- f) Allow enough time to take good notes.
- g) Try to gain a commitment for ongoing service to the ministry by asking the retiring board member where he/she would like to serve and when.
- h) Have a follow-up session four to five months after the exit interview to check and to see if the person is engaging in the life of the church in a way that is meaningful to him/her.
- i) Once all exit interviews are completed, the person(s) doing the interviews debrief and prepare a summary report for the board.
- j) Establish an evaluation process to insure continuous improvement in the way the exit interviews are conducted.

The Interviewer(s)

Who does the interviewing will vary from ministry to ministry. I encourage you to prayerfully consider the best model for your ministry, implement it and evaluate it at the end of the process. As mentioned above, I strongly recommend face to face interviews—not a written form that a retiring board member fills out and mails to the church.

The interviews could be done by an individual board member, the minister or a team consisting of the minister and one or two board members. Hoover and Bugg suggest using members of the nominating committee to conduct the exit interviews. However, I lean more toward a team approach of people with whom the retiring board member has a comfortable relationship.

The Questions

Ideally each ministry needs to develop their own list of questions based upon their desired outcomes of the exit interview process. To get you started I have listed an array of questions you can consider. Do rewrite or add to this list and think in terms of asking five or six key questions.

- Why did you agree to serve on the board?
- In what ways did board service contribute to your ongoing spiritual growth?
- How could this be improved for future board members.
- What are you most excited about in terms of the work accomplished by the board?
- Where are the opportunities for improvement in terms of the work of the board?
- What organizational processes and procedures are done well?

- What organizational processes and procedures could be improved?
- Were there any surprises in terms of your expectations of board service?
- What personal satisfaction did you derive from your position as a board member?
- Would you consider being a member of the board again if asked?
- What is your personal vision for further service to the ministry and when?
- What advice would you like to pass on to incoming board members?

Implementation

Pat Williamson, Unity minister of Unity Church on the North Shore in Evanston, Illinois, is implementing an exit interview process. He believes it will be helpful to get in writing the reason as to why a person is leaving the board, then attach the summary of the interview to the letter of resignation. He said, "For example, it would help me take an objective look at my interactions with a resigning board member. It could also be used as an inventory that would help me keep from making perceived mistakes with board members."

Once there is board agreement on the concept of an exit interview, turn design of the process over to a task force to complete the overall planning. Like many new procedures it may take two or three generations of interviews to achieve what you want. Two ideas mentioned in the guidelines above, the debriefing and ongoing evaluation, can provide valuable information and insights on how to improve the exit interview process.

Barbara O'Hearne can be reached by telephone: 816-531-3353; fax: 816-753-8200; or e-mail: ohearne@qni.com



Debbie Ball
Convention
Coordinator

New Dimensions: Coming Up Higher Unity People's Convention June 15-20, 1998

Be sure to make your plans well ahead of time to join us for the Entire Opening Day Celebrations for the 1998 Unity People's Convention. You won't want to miss these exciting performances.

We are honored to have special guests at our opening ceremonies for the 1998 Unity People's Convention. The festivities will begin with Spirit Expressing presenting a new musical review by John Paul Hudson, Jason MacAuliffe and our own Master of Ceremonies Ed Townley entitled "Longings" at 4:00 p.m. This performance is a tuneful, high-energy look at the confusion that can occur with a new step forward in spiritual awareness. Two nightclub performers are supposed to be doing a run-of-the-mill revue of songs by Cole Porter, Gershwin and the like. However, one of the performers has been attending Unity, and he's no longer satisfied with songs that affirm lack and need and dysfunctional relationships. He has new songs, more affirmative of Truth, and he talks his very reluctant, and somewhat cynical co-star into taking a leap of faith and trying out the new material. The result is "Longings," a fast, funny and entertaining performance about what can happen in our lives when we decide to seriously practice our spiritual principles.

This presentation will be followed by a Gala Welcoming Reception hosted by the Western Region. This will be a time to reconnect with old friends, relax, enjoy your time together and make new friends.

You won't want to miss this exciting opening day as it continues into the evening with the presentation of the **Light of God Expressing** award to Charles Neal. Congratulations, Charles! We love you, we bless you, we behold the Christ in you.

At 7:00 p.m. we will honor the Divine connection of beings through a variety of sacred spiritual

traditions. A colorful and exciting presentation featuring an ensemble of dancers with Jayanthi Rama and artists of the Natya Dance academy will perform a ballet that is a unique fusion of classical and semiclassical and folk dance styles of India. The artists will adorn authentic, elaborate costumes and exotic jewelry from India. Chanchingint music of legendary and renowned artists are adapted and choreographed for presentation of this dance drama.



bringing to life the various characters portrayed.



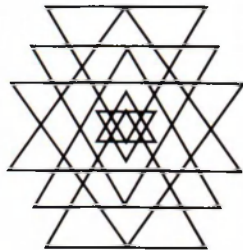
A traditional powwow intertribal drum, the Spirit Learning Drum will be led by a Native-American Elder and pipe Carrier from the O'oham Tribe. The Spirit Learning

Drum is a traditional drum which represents the heartbeat of Mother Earth. The singers come from many nations, including Pima, Dakota, Warm Springs and Vte. The songs they sing are not written down, but are passed from one singer to another. This spiritual ceremony will touch the heart and soul of all those experiencing the celebration.

Make your reservations now to be a part of this special opening day. For further information regarding the 1998 Unity People's Convention or a registration brochure, please call Debbie Ball or Marsha Penrose at 816-524-7414, extension 329 or 330. We look forward to seeing you there!

1998 Convention

*Be a blessing
as we join
in coming up higher*



This year at the 1998 Unity People's Convention we are asking everyone to participate in "giving back" to the local people that support our annual convention. We are so blessed to have all of the wonderful volunteers and local churches participate in making our conventions so successful and in turn, we would like to be a blessing to them. As the focus for our community service efforts in Portland, Oregon, we have designated:

- ▲ Transitions Project (a shelter for homeless men)
- ▲ Jean's Place (a shelter for homeless women) and
- ▲ The Native-American Development Center

Even if you are not able to attend the annual convention, we would love to have you participate in this opportunity to give.

The Native-American Development Center would welcome cases of can goods, nonperishable food items, cleaning aids, household goods, clothing, coats, etc.

Suggested personal items for the homeless shelters include travel-size toothbrush and toothpaste, facial tissues, lotion, shampoo cream rinse, soap, comb, brush, small mirror, makeup, lip protector, gloves, Handiwipes, etc.

Thank you in advance for your generosity and willingness to be a blessing to the Portland community.

Items may be sent to the Unity World Healing Center, 366 3rd Street, Lake Oswego, OR 97034.

Two thousand individuals who share our enthusiasm for this project and are willing to gift **Wings Across Time** with \$200 or more ensure publication of a quality book—one that will be treasured for countless years in our churches all around the world. Twenty-one persons have already said YES. Names of all 2,000 who make this dream a reality will be listed in **Wings Across Time**.

- D) Reserve preprint copies of this book for your ministry, your bookstore, yourself. We will not print a significant number of unreserved books. Recognition that space in which to store them, potential cost overruns and a commitment to good stewardship of all funding for this project require that we rely substantially on pre-sold books.
- E) Join us in this project by using its pattern to create a smaller version of **Wings Across Time** that tells the details of your ministry to your congregation. Invite laypersons to participate in its creation and leave the legacy of a rich and full record to future congregants.

What can you do today?

Join our 2,000 by 200 team. Your support today ensures the creation of this dream. All funds not required for publication costs will bless STARlight and our Association's growth.

Share ideas with us of what you would like to see within the pages of **Wings Across Time**.

Reserve individual preprint copies of this book. Cost will be \$40 for each volume. Preprint copies will be \$25 for each volume. Leather bound editions may be ordered for \$100 each.

Wings

(Cont'd from page 4)

Christ at work. December 31, 1998, is the last date to reserve space (design of this space does NOT have to be complete until July 1, 1999). **RESERVE YOUR SPACE NOW!**

- B) Celebrate current ministers, founding ministers, key visionaries who

made and make Unity in your area a reality. Space is available to individuals within our movement who wish to recognize and give thanks for the work of Spirit through Unity.

- C) Become an active part of our 2,000 X 200 Project.

News from the Music Committee. . .

by Noah Karrasch

"The more clearly we can understand needs and preferences the better we can meet them. The more you can communicate with us, the better we will understand."

The Music Committee selected next year's slate of *Love Notes* in January and we feel very good about our selections. It is always a joy when we discover a new artist; usually because one of you has sent her or him to us. Thanks, and keep it up!

Much discussion in January took place around the questions, "Are we serving the needs of our churches? How can we strengthen the program to broaden its effectiveness in a) quantity and quality of submissions, b) quality of selections, and c) usefulness to our churches?"

To this end we are and will be seeking feedback from you, whether you are a current subscriber, have bought *Love Notes* in the past and fallen away, or

have not yet seen and used the product. We plan to place survey cards in the outgoing quarterly products, to telephone-survey those who are and have been using *Love Notes*. Further we will invest energy in regional conferences to both create visibility there for the program and communicate with member churches to find out how better to serve.

The more clearly we can understand needs and preferences the better we can meet them. The more you can communicate with us, the better we will understand. Let's reach out and work together to nurture the idea of upgrading Spirit-filled, Unity music. We have a good mission which is still a well-kept secret from too many people.

New Love Notes Selections

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



Available June 1998

Heart's Candle (Christmas)--John Shipley
What A Glorious Day (Christmas)--Debbie Campbell-Floren
The Toast (New Year)--Richard Mekdeci
Hey World, Are You Ready? (New Year/Gen)--Deanna Clee
Nothing Left but Forgiveness (Burning Bowl/Gen)--Linda Webb-Khakaba
I Am Willing to Let Go (Burning Bowl)--Eileen Douglas



Available September 1998

Pink and Purple Greys (Easter-choral)--Lucille Olson
Rising Up (Easter-choral)--Lucille Olson
Love Connection (Valentine/General)--Eileen Douglas
Dan Stood Here (Volunteer Appreciation Sunday/Gen)--Bryan Sirchio
Follow Your Heart (Gen)--Michael Flatt
Strength to Surrender (Burning Bowl/Gen)--Linda Webb-Khakaba



Available December 1998

I Believe in You (Gen)--Lucille Olson
All the Glory (Easter/Gen choral)--Richard Mekdeci
One Song (Gen)--Nancy Abercrombie
Step Back (Gen)--Linda Webb-Khakaba
Where God Abides (Gen)--Debbie Campbell-Floren
Deeper Than the Valley (Gen)--Bryan Sirchio



Available March 1999

Come As You Are (Friendship Sun/Gen)--Debbie Campbell-Floren
Little Candle Shine (Child Christening)--Joseph & Theresa Brunnelle
Prayer of St. Francis (Gen)--Noah Karrasch
Beatitudes (Gen-choral)--Thomas Sturdevant
I See Divinity in You (Gen)--Nancy Abercrombie
Come Into the Silence (Gen.)--Nancy Abercrombie



Family Systems Driven Conflicts

Part Two

Families have a mixture of characteristics and traits which impact everyone. Their interactions create tension and emotional energy. In churches, tension and emotional energy can be a positive force helping to motivate a community to take authentic action concerning important issues. It can be used to pinpoint areas where the system has become unbalanced or dysfunctional. It can focus attention, effort and resources toward a common purpose. And, it can create healthy shifts in relationships which become the substance for restructuring and new growth. When tension is not managed well, however, its mismanagement feeds defensiveness and reactive behaviors. This sets the stage for the dramas of church family life to take on soap opera proportions.

For example, the new minister decides to upgrade the quality of the worship service by using a recorded tape accompaniment during meditation instead of the organist who often fumbles at the keyboard. The organist, a church member for 45 years, gets her feelings hurt and resigns. Her absence sparks rumors and innuendo among the established members of the church. The board gets caught in the crossfire and reprimands the minister for his insensitivity. The minister feels unsupported and powerless. He is being treated like a child.

Ideally, the minister is in the parental role. This is the exception rather than the rule in small churches who hire a new minister. The new minister enters the system as a foster child. Over time, he or she is adopted into the family system. In some instances, the minister can enter directly into the parental role if the minister has the "right stuff." Eventually, somewhere between two and five years (as I have observed), the newcomer attains parental privileges within the church system.

While it may seem hard for the new minister to find his or her niche, it is even harder for the first-timer who is looking for a spiritual home. Most small churches are warm and friendly. They do a good job at welcoming visitors and encouraging them to stay. If they like the message and the feeling of the overall worship experience, first-timers become second and third-timers. The decision to

stay and participate in church activities and programs, however, has less to do with their relationship to the minister as it does with the family system itself. They must see themselves in church in some meaningful way. Their presence must mean something. They must feel themselves as belonging. This has just as much to do with the family's decision to accept them as it does with them to accept the family. For this reason, new members are also adopted. Becoming a member or joining the church is really a euphemism for an adoption process, which by its very nature, is selective and exclusive.

Family systems dynamics also weigh in heavily when growing the church becomes a primary focus. One of the biggest criticisms of ministers by established parents in small ministries is they fail to grow the church. There may be financial pressures which make growing the church membership a strong motivation. This creates more tension within the system and the likelihood of interpersonal conflicts. Church leaders naturally look to the minister to spearhead church development. They become painfully sensitive to fluctuations in attendance and financial support. When people leave the church it is seen as having been caused by something the minister did or didn't do. In most cases, their judgment is correct because most people leave small churches because they are disappointed, unappreciated, or neglected by the minister. However, it is the family system which supports the expectation that the minister is supposed to be all things to all people all of the time. It is also the family system which supports gossip, triangulation and other communication anomalies that push people and relationships over the edge.

What most church leaders fail to realize is church family systems inherently resist growth. This is of particular importance to Unity leaders because their energies are often directed toward growth and development rather than maintaining the status quo. Conflicts arise in small churches which profess their desire to grow, but unconsciously resist attempts to redefine roles and alliances. Think about it. Growth means new structures, changes in how things are done, and the ways people are in relationship. Established family members must risk

See CONFLICT on page 21, col. 2



Gary Simmons
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Association of Unity Churches: FINANCIAL STATEMENT



As of December 31, 1997: General Fund:

	December	Year to Date Actual
REVENUES		
Love Offerings	\$149,673.27	\$345,409.28
Other Income	1,538.56	13,390.60
Gross Profit from Sales	11,682.53	40,530.63
Total Revenue	162,894.36	399,330.51
EXPENDITURE	(96,590.51)	(299,321.03)
INCREASE (DECREASE) FROM OPERATION	66,303.85	100,009.48
NONOPERATING: INTERFUND TRANSFER		
Less: To Expansion (Tithing)	(15,120.47)	(34,274.99)
Less: To Development (Contributing Friends)	(4,879.28)	(6,332.50)
Less: To Building Operation Fund for utilities & R/M	(4,058.26)	(12,174.48)
Add: From STARlight Fund (50%)	4,205.68	7,548.60
Total Transfer	(19,852.33)	(45,233.37)
NET INCREASE (DECREASE) OF NET ASSETS	\$ 46,451.52	\$ 54,776.11

Development Fund

(/STARlight/Living Curriculum/Contributing Friends):

	December (Actual)	Year to Date (Actual)
REVENUES		
Love Offerings—Living Curriculum	\$ 9,816.05	\$ 18,040.31
Love Offerings—STARlight	8,486.32	15,172.38
Others	3,636.13	22,736.84
Total Revenue	\$21,938.50	\$ 55,949.53
EXPENDITURE	(15,411.15)	(55,898.24)
INCREASE (DECREASE) FROM OPERATION	\$ 6,527.35	\$ 51.29
NONOPERATING: INTERFUND TRANSFER		
Less: Transfer To Other Funds		
To Curriculum Fund (Reserve Fund)	(7,362.03)	(13,530.22)
To Int'l Ministry (Reserve Fund)	(2,102.84)	(3,774.34)
To General Fund (STARlight)	(4,205.68)	(7,548.68)
To Other Funds	(894.01)	6,332.50
From Contributing Friends (General Fund)	4,879.28	6,332.50
Total Transfer	\$ (9,685.28)	\$ (21,132.01)
NET INCREASE (DECREASE) OF NET ASSETS:	\$ (3,157.93)	\$ (21,080.72)

"Thank you for
your contribu-
tion. 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 Field Licensing Program: A Boon or a Bane?

The Field Licensing Program has received its share of criticism as well as accolades. It continues to be misperceived; hopefully the following will clarify some of the questions and assumptions.

First, the Field Licensing Program is NOT for everyone. Our first recommendation is to attend the Ministerial Education Program (MEP) at Unity School of Christianity. MEP offers an intense learning environment in which the candidate has the support of a class of peers, and has continued access to faculty, administration, and support systems.

Many of the following statements have been made directly to board members, the Field Licensing Committee members and to home office staff. You may have heard one or more of these. We need your help in spreading the word—so we take this opportunity to discuss the program more thoroughly with you. If you have questions, or need clarification, please don't hesitate to let me know (phone, fax, letter, e-mail).

Assumption #1:

If I am spiritual leader of a ministry I will qualify for the Field Licensing Program.

Not necessarily. Taking an existing church as the spiritual leader DOES NOT qualify. The Field Licensing Program provides a method for achieving recognition as a licensed and eventually ordained Unity minister. Eligible persons fall into three categories of current employment and whose absence from the ministry to attend the residency Ministerial Education Program would adversely affect the ministry:

1. spiritual leaders of a recognized study group under the Association's Expansion Program,
2. as spiritual leader of a ministry identified by the Association's Expansion Program as one qualified for revitalization,
3. employed as associates or assistants to ministers in member ministries in capacities indispensable to the ministry.

Assumption #2

It's the easy way.

Not even close. A minimum of three years' preparation is required. Following this is a four-year commitment of doing the work of the program in addition to all the demands of ministry. Each year sponsors with their candidates develop a course of study and experience that will enhance the candidate's fitness for ministry. This may be college courses, practicums in areas to enhance ministry skills, credo papers, journals, etc. In addition, they must successfully complete two week-long intensive sessions at Unity Village in their second and third years.

Assumption #3:

All I have to do is send in my money and I'm in.

Not so. All individuals must meet the following prerequisites: recognition as a licensed Unity teacher for at least one year; employment in a ministry for at least one year, making at least \$1200 a month and working a minimum of twenty (20) hours a week performing leadership activities indispensable to the life of the ministry. In addition, individuals must have an associate degree for 1998 applicants and a bachelors degree for 2000.

Assumption #4:

As a church (or senior minister) we have the perfect person in our congregation to be our minister. She/he would make a great replacement for our minister when s/he retires. We can get him/her into the Field Licensing Program and grow our own.

Please don't even consider this. As stated above, taking over an existing ministry does not qualify for this program. Further, in the life of a church, when a senior minister retires or leaves after a long tenure, there is much healing work to be done. Ideally an interim minister would be available to work with this church for a year or more to help it through the transition. The interim is well equipped to work with the grief, to facilitate healing, and to help the church prepare for its next steps in growth.

Assumption #5:

It's a hardship on me to relocate to Kansas City. I'll do Field Licensing.

A hardship on the individual is not the criteria. When the leadership is so indispensable to the ministry that it represents a risk to its life, then Field Licensing may be considered.

Assumption #6:

I couldn't get into MEP so I'll do Field Licensing.

Occasionally an individual may be accepted into Field Licensing following a redirection by the Ministerial Education Program. It is certainly not automatic, and the Field Licensing Committee would want to know why the individual was redirected and what they have done about the suggestions given them. Further, the committee would look very closely for evidence of in-depth personal and spiritual growth.

Conflict

Cont'd from page 13

losing intimacy and rank. This does not happen without creating tension.

Family and Pastoral churches require a specific leadership style in order to complement the family systems dynamic inherent in these communities and eventually transcend them. The minister must have exceptional people skills and a willingness to be mentored by the church elders. Interpersonal competence—the ability to effectively and wholeheartedly be present to another, to pastor, and to care for the spiritual family, is the quintessential ingredient for success in these types of ministries. Ministers who succeed have learned how to adapt themselves to the family system. They become parents and they create parenting opportunities. They affiliate with other parents (especially

those who would make good lay ministers), winning their respect and approval. They succeed in growing the community beyond the family system phenomenon by creating families within the family.

For more information on understanding and working with church family systems read: *How Your Church Family Works* by Peter L. Steinke; *Church Conflict—The Hidden Systems Behind the Fights* by Charles H. Cosgrove and Dennis D. Hatfield; and *Healthy Congregations—A systems Approach* by Peter L. Steinke. These books are available through the Alban Institute. If you want to help with working with conflict in your life and ministry listen to: *Embrace Tiger/Return to Mountain—Spiritual Conflict Management* by Gary Simmons, published by Unity School of Christianity.



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:

Wayne Manning was ordained in 1978 and served Unity School of Christianity from 1978 to 1990 when he took a co-ministry with his wife, Janet, in Columbus, Ohio. In 1995 Wayne and Janet became associate ministers of Christ Unity Church in Sacramento, California.



Before entering the ministry, Wayne was a professional musician and performed with various groups at the Grand Ole Opry in Nashville, Tennessee.

Prior to serving on the board, Wayne

was active in the Association, serving on several committees throughout the years.

Ordained in 1986, **Marilyn Muehlbach** has served Unity Church of North Idaho since her graduation from ministerial school in 1985. Prior to entering the ministry Marilyn served as a communication consultant and as a small business entrepreneur.

Marilyn has served on several Association committees since her ordination and is active on the regional level, serving as regional representative for the Western region. (No photo available.)



Dorothy Genske
Licensed Teacher
Coordinator

Who Are Licensed Unity Teacher Candidates?

Licensed Unity teachers are a vital part of any Unity ministry. Many Unity ministries have started out as study groups led by spiritual leaders, who later became licensed Unity teachers. Licensed Unity teachers may be our ministries most valuable asset, or best kept secret depending upon the level of service each teacher is willing to share.

Because licensed Unity teachers are not Unity ministers, they have other vocations and choose to serve when they have a time frame in which to do so. Their calling is to serve in our Unity movement by assisting their ministers in growing their Unity ministries.

So how does someone become a licensed Unity teacher? Who are our licensed Unity teacher candidates? They are congregants or members who have been regularly attending Unity services and classes, and who now wish to serve by becoming more actively involved as volunteers in their Unity ministries.

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's mission is to serve in Unity ministries by assisting the recommending ministers, it is paramount that the candidates and their ministers get to know each other by developing a rapport that honors each other's talents and gifts, which will result in enhancing their working (team) relationships.

During this time, as volunteers they will become more actively involved in their Unity ministry by supporting as many church related activities as possible, and also by starting to attend Unity classes for further spiritual growth and unfoldment.

Through continual prayer and meditation, Spirit will reveal our candidates' unique gifts or roles at the right and perfect time. As prospective licensed Unity teachers, candidates need to be aware of the commitment they have undertaken, and be willing to live the Truth to the best of their ability in all aspects of their lives. Depending upon their abilities and qualifications, candidates serve their Unity ministries voluntarily, performing activities that have been agreed upon by the ministers and the candidates.

It is suggested that ministers and candidates 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. They will learn how they may share their talents in their Unity community by actively becoming involved as a Unity leader or team player.

It is important that licensed Unity teacher candidates share and update with their ministries, copies of all their paperwork or forms that are housed at our Association of Unity Churches. Also after they are licensed faithfully keep on file a record of the classes they have taught for continuing education credit (CEP).

As licensed Unity teacher candidates, and as future licensed Unity teachers whose goal is to become a vital part of their Unity ministries, I personally feel it is both an honor and a privilege, through God's guidance and the application of our Unity principles, to daily dedicate ourselves to live in a professional manner that sets the highest example for others to follow, and to serve with loyal, dependable and dedicated service in all areas of our Unity ministries.

ASSOCIATION OF UNITY CHURCHES PHONE DIRECTORY

(816) 524-7414

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A "live" receptionist's voice will greet you to direct your call when the regular number (816) 524-7414 is dialed. One line only (816) 524-7750 is on the automated system during the day and may be used to reach an extension without going through the receptionist.

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St. John, Shay	drdev@unity.org	349
Salmons, Nancy	edplan@unity.org	347
Sears, Al	astdev@unity.org	354
Shawd, Kim	dev@unity.org	355
Thorpe, Tom	thorpelf@sprynet.com	816-251-3535
Velasquez, Susan	actop@unity.org	331
Vermillion-Foster, Cynthia	xpast@unity.org	351
Vestal, Cheryl	graph@unity.org	326
Waitley, Connie		320
Winters, Margie	acorder@unity.org	324
Wittman, Lisa	dom@unity.org	357

After Hours, Saturday, and Sunday:

The automated system is in place. Persons may call and leave a message on the receptionist's mailbox. A touch phone is required to go to a specific extension number to leave a message.

Organizational Structure/Functions/Ext. Numbers

Accounting		
Vice President of Finance--Young Bae		323
Asst to VP of Finance-Accs Payable/Insurance--Myra Moore		331
Asst to VP of Finance-Computer Specialist/Asst Acctg--Susan Velasquez		324
Asst to VP of Finance-Orders/Payables--Margie Winters		322 or 324
Pension Information		
Production & Shipping		
Director of Operations--Bud Mosley		342
Building Manager/Receptionist--Jean Jensen		321
Shipping Assistant--Ron Lee		328
Marketing & Public Relations		
Director of Marketing & Public Relations--Lisa Wittman		357
Marketing Project Specialist--Aaron James		356
Marketing Assistant--Cary Herold		339
Development/Fund Raising		
Vice President of Development--Shay St. John		355
Development Assistant--Kim Shawd		354
Computer Assistant--Al Sears		355
Development Office		
Education		
Vice President of Education--Martha Mosley	816-251-3535	
Chairperson/Ministerial Studies--Tom Thorpe		332
Assistant in Education--Gladys Branscum		344
Children's Coordinator--Juli Ann Boehm		327
Teen/Young Adults Coordinator--Cherie Larkin		346
Licensed Teacher Coordinator--Dorothy Genske		338
Curriculum Coordinator--Anna Andes		347
Education Program Assistant--Nancy Salmons		329
Mtg Planner/Support Services Coordinator--Debbie Ball		330
Mtg Planner/Support Services Assistant--Marsha Penrose		340
Field Licensing Coordinator--Linda Kennedy		
Executive Office		
President & CEO--Glenn Mosley		352
Executive Assistant--Bets Kirby		359
Secretarial Assistant--Shirley Hopper		
Institutional Relations		
Vice President of Organizational Services--Carl Osier		341
Administrative Assistant--Cathy Christy		343
Radio/Media Coordinator--Linda Harbin		345
Radio/Media Assistant--Debbie Allen		
Ministry Services		
Vice President of Ministry, Employment & Expansion Services--Joann Landreth		326
Computer Graphics Specialist--Cheryl Vestal (Address Information/Contact Info)		351
Expansion Services Assistant--Cynthia Vermillion-Foster		336
Ministry Employment Services Assistant--Linda Merrill		320
Receptionist--Connie Waitley		

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Important Dates for: 1998

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
Association Convention (Doubletree/Jantzen Beach Hotel, Portland, OR)	June 15-20
Certified Spiritual Educators	June 27-July 2
Adults of Unity	June 27-July 3
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
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Vol. 32, Issue 4 August/September 1998

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Letter from the Chair



John Strickland
Unity Church of Hawaii
Honolulu, Hawaii

"This is a wonderful letter, John, but it's not the way we write them in Silent Unity." I can still remember these words from my beloved teacher, Billie Freeman, who taught me letter-writing in Silent Unity. A letter would come into Silent Unity and the writer would be angry or in some other way upset with Unity. I would do my best to "defend" Unity, justify our actions or policies, and maybe even lovingly (who am I kidding?) attack back. I wanted to show that we were right and the writer was wrong. Billie, gently and patiently steered me toward a more loving way: just thank them sincerely and bless them, beholding the Christ in them. I know she was right and how I value what she taught me! She always answered letters that way. I must confess that I don't always answer them that way, but this year as Chair of the Board, I will do my best to follow the wise and loving guidance given to me by Billie many years ago.

There is a wonderful man in Unity who has been in a key leadership position for many years. You all know him, but I am not going to name him here. He is very human and wonderfully divine—just like you and me. One of the things I have always admired about him is his practice of writing that *angry* letter and then tearing it up. He does not send the angry letter. He acknowledges his humanness. He does admit he has anger. He faces it and does not hide from it. He "vents his spleen" as the old saying goes. Then he calms down. He prays and meditates and finally, when he is spiritually ready, he writes his reply. I support and honor this man for this.

Already I have seen that most of the calls and letters that come to me on "official" Unity business reflect the very human way of expressing anger, outrage, hurt, etc., or they justify, defend or attack. This type of communication is very human, often intellectually correct and filled with lots of emotion. The all-too-human response within me is to defend this organization and occasionally to ask for understanding and forgiveness. There will be

times when the Association does something with which you take issue. This is good and wonderful! We are a democratic spiritual organization. This is what I would ask: would you consider the approach previously outlined when you are writing or calling? That is, go ahead and write the emotionally charged letter and outline all the things that are hurting you, or threatening you, or offending you. Then release that document—shred it, burn it, let it go. Now go into prayer and meditation. Surrender your mind, your ego, your personal will to the Christ mind, and write again. Either way, please know that I will love you, bless you and want the best for you. If in receiving your communication I get my ego hooked and I respond in a way that was not taught by Billie Freeman, I trust that you will still love me and bless me and want the best for me.

I have the belief that the entire movement will be healthier and better served if we can identify when we are letting the Christ mind have its way or when we are letting the personal will, *I want what I want when I want it* attitude have its way. The more we communicate with one another from the Christ consciousness, the happier we will be and the better our movement will be. Folks, this is not easy for me, all the time, every day, but it is a worthy goal. Let's do our best to live and communicate the positive way of love, wisdom, consideration and understanding.

Volume 32, Issue 4
August/September, 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 Witman.

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.





The following article by Alan Rowbotham, a colleague and previous CEO, is a longitudinal view of our Association over the years.

Building Memories

On the day that I am writing this article, a former member of our church will be ordained a Unity minister. Along with a sense of pride at the graduating minister's accomplishments, the event triggers a host of memories.

My own ordination, in 1971, took place in the old Unity Village Chapel. Jim Freeman was the ordaining minister. What a day that was! The person later to become my wife, Kathryn, was ordained on the same day—we were married a few months later in Roanoke, Virginia, where I joined Kathryn in pioneering a new ministry. I had served for a brief time as associate minister with Victor Zarley in Akron, Ohio.

Kathryn and I have treasured memories of our time in ministerial school and the wonderful teachers and mentors we came to know during that time. We were in Bill Fischer's first two-year class when he was Director of Education for the ministerial school and Bob Sikking was Executive Director of



Alan Rowbotham

the Association. Dr. Hunt was our Bible teacher, Margaret Conn taught fundamentals, Grace Rose sharpened our English language skills, Phil White helped us identify and express our belief system, while Jim Freeman challenged our independent thinking abilities and David Williamson along with Ralph Rhea guided us through emotionally-charged experiential exercises. As Bill Fischer polished our speaking and administration skills, our prayer life was enhanced by regular contact with the now leg-

endary figures of May Rowland, Lowell Fillmore, Martha Smock, Ernest Wilson, Billie Freeman and Sig and Jane Paulson.

There has been a lot of water under the bridge since our early days in ministry. Kathryn and I were co-ministers in Roanoke from the beginning, sharing our ministry equally, following the guidance of mentors Sig and Jane Paulson and Dorothy and Phil Pierson to "never compete with each other but complement each other in loving service."

We developed the Unity of Roanoke Valley church successfully for eight years. Then we were called to serve the Association at Unity Village in the summer of 1979, with me as Field Services Projects Coordinator working with Stan Hampson and Scott Sherman as they shared the Association office leadership, and Kathryn served as a member of the ministerial school faculty. After first Stan and then Scott left to go back into field ministry, I became acting Director of Ministry Services in the spring of 1980. My position was confirmed by the board later that year and I served as director until the fall of 1981. We were at the Village during a time of great change in the Unity movement. The Association and Unity School were working through some challenging issues to reestablish a harmonious working relationship. We are happy to have been a part of those interesting years, and to see that both organizations have come a long way since then.

After leaving the Village, Kathryn and I took a four-month sabbatical in California. Then we were fortunate enough to be able to "go home again" in March of 1982 as ministers of Unity of Roanoke Valley where we continued the successful development of a ministry that will always remain dear to our hearts. We were there a further twelve wonderful years. When we moved to St. Petersburg, Florida, four and a half years ago in February 1994, I was in the middle of my term as President of the Association and certainly wasn't planning to change

See MEMORIES on page 23, col. 3



Glenn R. Mosley
President & CEO



Shay St. John
Vice President
of Development

Those revolutionary Boomers are nearing RETIREMENT

Boomers. Seventy-six million born between 1945 and 1960.

World War II was over. Business was great. What had been an almost childless century suddenly exploded as the birth rate escalated as never before.

It was a time of great joy. Prosperity abounded. And the Boomer Generation made its appearance. Their impact was felt throughout the 60s as young people shook the foundations of old beliefs and made it clear their views were not the same as those held by their parents and grandparents.

But then the Boomers entered the work force. Things settled. They began to have their own children. Careers flourished. Life went on.

Yes. Life has moved onward. And those same 76 million Boomers now stand on the threshold of retirement.

What does this mean? To our churches? To our nation? to AARP?

A promise we can count on: retirement will never again be the same! To the Boomers, retirement will be a process, not an ending of their involvement and impact. The present trend toward early retirement is ending as Boomers make it clear they do not intend to spend their remaining years resting beside the pool.

New and varied careers will stretch the working years for the Boomer generation. Joseph Quinn of Boston College writes, "As boomers age, *leaving* the labor force is going to start to look more like *entering* the labor force. New entrants typically try several jobs before settling into their career. Boomers nearing retirement will do the same—trying on several possibilities for this time in their life before settling on a definite direction."

So what will a Boomer retirement look like?

One career may end, only to be followed by an extension of that career in a new direction. A business executive may well become a mentor to the

next generation. Consulting. Computer connections on the World Wide Web. Creative expression of long suppressed desires to write, paint or perform. Work outdoors. Service to humanity. All this and more can be expected as 76 million exit the traditional work force.

Robert Willis, labor consultant, already is observing, "A lot of people are retiring partially, moving into 'bridge' jobs." Experience becomes the springboard for new careers.

A key to understanding the years ahead is the understanding that Boomers do not define who they are by what they do. Flexibility is an important criteria to them. The Boomer motto could well be "On My Terms." Retirement will be embraced—but in revolutionary ways. And the work place will support this shift.

Already the crunch of so many people moving toward retirement is being felt by the leaders of many corporations. There are not enough potential replacements for the Boomers. So they will be given many allowances as they move into the "senior" years.

The last time the Boomers had so much free time, they turned society upside down. Leisure time will take on new and as yet unexplored definitions. The major concern before the Boomers is "Will I have enough financial resources to provide for my needs and take care of loved ones who depend on me?" (This includes parents AND children.)

But Catherine Frock reminds us, "This active and involved generation believes in causes. They will get involved and look for ways to make a difference."

What impact will this have on our Unity churches?

Ministry to those over 50 will become a vital part of life in the 21st century. Programs that blend the desires of Boomers to make a difference with

See BOOMERS on page 11, col. 1



Church shines with help of advertising

by Bruce Bachofer

Unity Center of Light - St. Peters, Missouri

Unity Church of Light has always been a great spiritual community. We have had "that special something" that has kept us together even during 15 months without a minister. After hiring our dynamic new minister, Karen Kiske-Zimmerman, we realized the need to "let our light shine," so others could benefit from the wonderful Unity message. Our reasonable investment in advertising nearly tripled attendance and doubled income in sixty days. Once newcomers experience the love and acceptance of our transformative service, they return week after week.

Many churches struggle to find ways to grow, yet they often overlook advertising's benefits or dismiss the idea because it requires an investment. Consider that unless you get the word out into the community, you're hiding your light under a bushel. No amount of fixing up the sanctuary, changing the order of service, serving different fellowship refreshments, having peppier music, etc., was going to "un-hide" our light. Advertising was an important and valuable means of revealing that light to the community in the first place, THEN it was up to us to make welcome and enfold our new visitors in our warmth. Before the 13-week campaign began, our best Sunday attendance was around 24. Seven weeks into our ad campaign, we welcomed 57 people at our worship service.

Begin With a Plan

The first step is to believe that advertising can work, and DO IT! Beyond that, though, what's going to make your advertising really work for you? Here's what helped us.

As with any project, planning a successful ad campaign begins with setting strategy. Now, that can sound awfully daunting, but it can be simple. We asked ourselves some questions. **What do we want the community to know about us? What**

should our ads convey or imply? We used a fun approach to this, having a group think out loud, filling in the blank in the statement, "Our church is _____." We quickly developed a long list of words such as warm, friendly, unique, loving, etc., which served as the basis for our ad copy.

A larger part of the plan is choosing the right vehicle for your message to get the best return on investment. This easily could've been complicated because there are so many newspapers and magazines in our area. We decided to go with the one paper that gave us the greatest exposure per dollar spent. We chose a multicomunity newspaper that's delivered free of charge to over 96,000 households three times per week. Of course not all 96,000 households read that free paper, but the numbers are high enough that even if only one-tenth of one percent of them saw and responded to our ad, we'd have filled our sanctuary to twice its capacity. Keep in mind that during our planning phase, one-half of our Trustees said they don't read that paper. (Well, they do NOW!) Even though the numbers were difficult to dismiss, we went with it anyway, and it was a wise move. **Resist the temptation to go with what appeals to you personally.** If you've got a seven-member board, you'll probably end up with seven personal recommendations. Remember that these board members already attend your church! You're trying to reach the masses.

Targeting the Audience

Knowing what sections of the paper to choose, and which to avoid, makes a difference as well. What sections have the highest readership? What sections are read by those who, statistically, are most likely to react to your ad? The publication's salespeople can usually help here; they know their readership demographics. Our three-per-week insertions run in the food section one day, the entertainment section another day, and near the obituaries the third day. Sure, that last one sounds a bit macabre, but face it, people do read the obits!

If there's one mistake I feel people make with placement, it's buying space in sections with clusters of church ads. Unless people are shopping for

See *MARKETING* on page 18, col. 1



Lisa Wittman
Director of Marketing



Linda Harbin
Radio/Media
Coordinator

What Your Radio Station Wants From You

While attending a World Association of Christian Communicators Conference, I attended a workshop sponsored by the United Methodist Communications Division. I received a copy of a survey they conducted, and would like to share some of this survey information with you.

Your local radio station may have many ways to help you in your ministry—perhaps at no cost. The public Media Division of United Methodist Communications talked to stations across the nation asking them what they want from their church, and churches in general. The answers from these radio stations may surprise you!

Since there are enormous changes taking place in the broadcast industry as well as related technological industries, keeping up with all the possible changes is a major challenge. And yet, we who see the unlimited possibilities of using broadcasting to share the message of our ministry realize that we must keep up.

The radio ministries staff of United Methodist Communications decided that they would submit a simple survey to several hundred radio stations across the nation in hopes of finding what these stations would prefer from churches. They asked a computer which included the full 11,000 listing of radio stations to randomly select 500 stations in small towns, as well as the largest cities in every state in the nation, stations with the smallest signal all the way up to the strongest allowable signal. In addition, they asked annual conference communicators to submit the same questionnaire to station personnel with whom they work.

The response was impressive. One hundred and eighty one stations from 37 states completed the survey questionnaire with evidence of having spent considerable time and concern to continue this conversation. This alone told them that the assumption that stations do not care about a church's message was obviously misguided. In fact, the stations

seem to regard the document as an occasion to tell churches they welcomed some further conversation about future projects.

The actual questions from the survey will be printed in bold type to be followed by some of the implications related to the answers.

How Does The Station Want the Material Submitted?

Preferred length of spots:

- 58% = 30-seconds
- 28% = 60-seconds
- 7% = 20-seconds
- 7% = 10-seconds

They were not surprised by the landslide 58 percent of the 30-second length of spots since this has been the standard for decades in radio programming. The surprise came with the runner-up vote of 28 percent for 60-seconds because it indicates that stations are not pushing for the shorter lengths of 10 and 20 seconds as TV has increasingly desired.

Preferred way(s) of receiving material for spots:

- 47 % = CD
- 34% = Reel-to-reel
- 13% = Cassette
- 4% = Any
- 2% = Record (vinyl disc)

CD was the undisputed winner as the fastest rising medium in the last five years. The number two response was not cassette, which received the nod from only 13 percent of the respondents. Number two was the old standard reel-to-reel by over one-third of the votes. Digital is the wave of the future, and many stations are probably headed toward digital work stations or hard disc storage for recorded materials.

When the compatibility issue of the digital technology has been established by the religious broad-

caster, the desired quality can easily be achieved. And the day of audio being transmitted by fiber optics across any distance will increase the options for securing the best digital results for your productions.

How Often Do the Stations Want New Materials?

Preferred regularity of receiving materials:

- 42% =Whenever a new production is ready
- 24% =Whenever an issue arises
- 14% =Every two months
- 7% =Every three months
- 5% =Twice a year
- 4% =Four times a year
- 2% =Three times a year
- 2% =Annually

Almost one-third of the responses (the total of the first five answers) indicated they would like to have the materials sent to them regularly. Some even made comments, such as: "We will be glad to work with you on some spots or programs, but we want to make sure you are going to follow through with new materials on a regular basis."

However, as important as regular release might be, the question of quality is even more important, as the responders to the last two options indicate. "Don't just send us a product to be doing it; send us *only* your best," the broadcasters are challenging churches.

Preferred number of spots received at a time:

- 53% =2-3
- 35% =4-5
- 10% =6-10
- 2% =More

Again, quality is the issue. Broadcasters recommend that churches spend time on a few choice products rather than wasting it on overkill. Station personnel often recommend putting the best spot first because they may only have time to preview one.

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)

Unity in Napa Valley, Napa, CA:

- radio KVON 1440 AM (rotating schedule)

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, ch 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 WTMJ Classical, Sun. 9:00 a.m.

Unity of Sebring, Sebring, FL:

- Radio WCAL FM & WITS AM

Unity Church in Christ, Tallahassee, FL:

- Radio WJZT 100.7 FM (15 random spots); "Stories in the Air" 30 minute show, Thursday 8:30 pm WFSU 88.9 FM & Sunday 6:00 pm WFSQ 91.5 FM.

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)

Unity Church of Greater Portland, ME:

- Radio WLOB AM 1310 & 96.3 FM "Light on the Path" program Sat. 9:00 a.m.

Detroit Unity Temple, Detroit, MI:

- Radio WGPR 107.5 FM, M-F 5:55 a.m.
- Radio CKWW 580 AM, Sun. 8:00 a.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 710 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 KCFM 94.1 FM (one-minute spots)

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 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

Unity Church in Milwaukee, Milwaukee, WI:

- Cable TV Ch-14, Tues. 5:00-6:00 p.m.

Current as of 6/98



To the Minister and Board of Trustees:

CHURCH MANAGEMENT



Barbara O'Hearne
Church Management
Consultant

Is There A Future Search in Your Future?

We think so and want you to know more about the process. In order to facilitate your learning about the **future search** process I have interviewed Dr. Charlotte Shelton, an organizational coach/consultant. She is a clinical professor in the MBA program at Rockhurst College in Kansas City. As a member of the Transitional Team of the Association, she will be serving as the project coordinator of the future search conference planned for June 1999. Charlotte is an experienced facilitator and participant in future search conferences. She has been involved in the Unity movement for almost 30 years and is a member of Unity of Overland Park in Overland Park, Kansas.

Barbara: As a result of the announcement of the Transition Team's recommendation to conduct a future search, there has been much interest in the field about this visioning process. Please tell me more about the use of future search?

Charlotte: According to the designers of this large group planning process, Marvin Weisbord and Sandra Janoff, the uses of future search fall into two broad categories. I believe the authors state it very clearly in their book, *Future Search*. One, future search process enables stakeholders to create a shared future vision for their organization or to implement a shared vision that already exists. Two, future search meetings help all stakeholders to discover shared intentions and take responsibility for manifesting those intentions (p 3).

Barbara: Define the term stakeholders and who might they be in our Association?

Charlotte: Stakeholders are those individuals and groups that have the ability to exert influence on the Association or be influenced by it in a significant way. In our Association they might include: ministers, congregants, licensed teachers, Association board of trustees, Association staff, Unity School/USRS, Y.O.U., MEPs, funders, church staff, board, music directors, business man-

agers and regional boards. I am sure we could list many others, but I believe I have named some of the key ones. Most likely we will combine some of these groups as we determine the stakeholder groups for our future search conference, since this is an expansive list.

Barbara: Given what the Association has done in planning over the past few years, it appears that conducting a future search conference is a logical "next step" as we plan for the 21st century. I want to take a minute (actually several lines) to review what has happened in our planning initiative. Our most recent planning strategies involved our Association board of trustees and staff, field ministers, licensed teachers and a few congregants. We held focus groups in each of the regions to gather the initial data. This included questions about the values and purpose of our Association, the perceived strengths and weaknesses and what Spirit was guiding us to do as an organization. The board worked very effectively and diligently at interpreting the focus group data and drafted a statement of values, a mission statement, a vision statement and goals.

These draft documents were taken to all regional meetings for discussion and refinement—if needed—by the stakeholder groups mentioned above. After some modification the documents were accepted by the conference body and implemented over the past several years.

This process has been beneficial on several levels. There is involvement by many people or stakeholders in our Association throughout the process. People heard a variety of viewpoints and concerns about the Association. In some cases there were changes in attitudes based upon updated information and discussions. The people being served by our Association had a great deal of input into the future of the Association during the focus groups.

There has been more ownership in ensuring the implementation of the plan by the board, staff, committees and regional boards. The board and management team have met each year to review and evaluate the progress of the plan. The committees and task forces have supported the implementation of the plan by their activities.

The planning strategy has been replicated in

many ministers with success. Planning has definitely become a part of the Association's commitment to build the capacity of its member ministries. It has been a very important process. So why do you think we need to take another step and hold a Future Search Conference?

Charlotte: A Future Search Conference will enable Association stakeholders to fine tune their vision for the 21st century and to generate the energy necessary for broad stakeholder involvement in the implementation process. I also model new, highly democratic, planning process that is consistent with principles of co-creation.

Barbara: What are the specific benefits of a future search conference?

Charlotte: I believe there are several key benefits. By involving the stakeholders in the planning process they will be perceptually capable of seeing new possibilities—possibilities that were previously unknown to them. In large group sessions, highly diverse internal and external stakeholders come together at tables of eight in a room of up to 80 people to create a common vision. Each table is a microcosm of the whole organization with representatives of all stakeholder groups present. Through table discussion and large group dialogue processes, personal visions are integrated into organizational visions and individual agendas find common ground. Weisbord and Janoff say, "At its best, future search can take the focus off personality and political difference, problems and symptoms and instead focus energy toward building a sustainable community. (p 50). In short such a conference shifts from our differences to common ground.

Barbara: Briefly describe what a future search conference looks like.

Charlotte: A successful future search conference is a three day event—it is a major commitment of time and talent. It requires an enormous amount of planning prior to the conference. A large number of diverse people are involved and participants take more responsibility for themselves and the whole organization.

There are two facilitators working with each large group of 70 to 80 people in a room. You can run several conferences concurrently. I have had experiences as both a participant and a facilitator. And yes, the facilitators must be highly skilled in group processes and trained in leading this type of conference.

Basically five tasks are undertaken in a future search conference, they include:

1. Reviewing the past.
2. Exploring the present.
3. Creating ideal future scenarios
4. Identifying areas of common ground.
5. Developing action plans.

An overview of a future search conference goes like this.

Day 1: The first day requires 4½ hours and ideally begins in the afternoon. At each table there is a cross-section of the stakeholder groups. The first activity focuses on the past which lasts about 2½ hours. People explore key events (world) personal histories (self) and milestones in the life of the organization (X). Within 45 minutes everyone is up writing their notes on the wall. All views are valued and fairly quickly people begin to discover their common ground. Working in their small groups, the participants interpret what they hear and report their conclusions to the larger group. Then the whole group discusses what has been observed and learned. Moving into a focus on the present, the large group looks at external trends that are shaping our future in order to create order out of chaos. The participants create a mind-map prioritizing important trends that may be considered as the organization explores a desired future.

The evening ends with people having an opportunity to reflect on the activities of the day. Frequently people leave with feelings of frustration, anxiety and confusion. This is part of the process. The facilitators remind participants that internal chaos is an important part of releasing old beliefs about what is possible.

Day Two begins with the diverse groups reorganizing into specific stakeholder groups. During this time the groups identify what is critical to them. For example, what is really important to field ministers, licensed teachers, congregants and Asso-

ciation staff. They report what they are doing and what they want to do in the future about these trends. Each group has the opportunity to list "prouds" and "sorries" about their relationship to "X," for example the Association.

The second part of *Day Two* begins with people back in their diverse groups as they focus on the future. The groups project 10 to 20 years in the future by creating scenarios as if they are current realities. An important part of this process involves a discussion of how to overcome internal and external barriers. This is often a time of high creativity and fun. The outcome of this activity is to list the common themes of what people want, the ways to get there and the "unresolved differences" that may remain. The lists are posted, overlaps are noted and the day ends.

Day Three begins with a review of the previous day's work. This is a time when people deal with the tensions around "unresolved differences" and explore the choice of repeating patterns of the past vs. the risk of taking new paths.

The next three to five hours involve action planning. This can be done either in stakeholder or self-selected groups. Short and long-range action plans are formulated and reported to the conference participants. Through intense collaboration and increased commitment to a desired future the energy is created for plan implementation to get other people involved and willing to stay. The conference closes sometime between noon and 3:00 p.m.

Barbara: What do we hope to achieve during the future search conference planned for our Association in June 1999?

Charlotte: We will be expanding the stakeholder groups involved in the planning process for one thing. The amount of time needed to plan will be reduced and there will be more immediate and timely implementation. We will be teaching a methodology that is learnable and taps the talents of many diverse people and is congruent with basic Unity principles. I believe we will be able to serve ministers and ministries well into the 21st century based upon the outcome of this conference I am confident that participants will have a great

See INTERVIEW on page 11, col. 2



Joann Landreth
Vice President of
Ministry Employment
& Expansion

Ministry Blessing Teams **The Dynamic Tension** **of Unity Church of Victoria's Mission**

In his book, The Purpose Driven Church, Rick Warren states, "Strong churches are built on purpose." Furthermore he says that everything a church does should be based on its purpose. Clearly defining your church's vision and mission and developing all your activities around these ideas is a powerful way to build a ministry. This approach ensures that your church is built on rock rather than sand.

Rick Warren also says, "If you concentrate on building people, God will build the church." A church is made of people. Although there are many different and unique expressions of a church's purpose, ultimately all churches are about people. All churches exist to develop and to deepen the relationship that people have with God and with one another.

Unity Church in Victoria, British Columbia, is one example of a church which is purpose driven and focused on the development of its people. The ministers at Unity Church of Victoria, Alice and David Durksen have developed Ministry Blessing Teams as a way to implement the churches three-pointed mission statement. They have graciously shared this innovative and effective idea with us. David's explanation of this follows:

Our mission at Unity Church of Victoria is building spiritual community through personal growth and ministry. Ministry equips ordinary people to do extraordinary things.

Our vision is that Unity Church of Victoria is a prosperous spiritual community equipping people with tools for transformation to wholeness.

The above mission statement includes three primary factors: spiritual community, personal growth and ministry. We are in the process of creating images for these different aspects of our mission.

Personal growth is the factor that is clearest to

most of our members and friends. Many of them came to Unity with the intention of enhancing their spiritual growth. They know what this term means to them and have specific goals and objectives in this area. The other two factors, spiritual community and ministry, seem to be emotionally laden ideas that we are still working to understand and to build healthy images for.

Charles Fillmore, in the early years of Unity, shared a hope: "That Unity would be the reincarnation of the first century Christian church." This was a very dynamic, spirit filled and transformative community. In the early Christian groups, it was recognized that everyone brought with them both gifts and limitations. The members were not all equal in society and often needed to treat one another differently when they were outside of the spiritual community. However, within the confines of the "church" they were all equal before God. Within the community of the church, a slave might teach his/her master, a common foot soldier might lead a centurion, a beggar might heal a banker.

In defining what spiritual community means to us, Unity Church of Victoria is looking to recapture the dynamic tension that exists between our worldly talents and gifts and our equality in the eyes of Spirit. We then want to place this idea within a context that will empower us into the twenty-first century.

Ministry is where personal growth becomes a blessing to others and to the community. The biblical basis for our ministry is found in Genesis 12:1-4: "Go where I will send you. . . and I will bless you. . . so that you will be a blessing. . . and through you all the families of the world will learn to bless themselves."

With this covenant as our beginning point, we realize that we are to be "creation centered" beings. We do what we do, not out of fear, but from the joyous realization of who and what we are. Therefore, virtually everything that happens at Unity Church of Victoria comes about through the involvement of one or more of our Ministry Blessing Teams. Each has one or more specific

ministry functions that are their primary purpose for being. These functions create, perfect and sustain our consciousness of Spiritual community. The tasks performed by the members of the Ministry Blessing Teams is secondary to the consciousness and attitude in which they are done. Consequently, service on the Ministry Blessing Teams enhances the other aspect of our mission statement—personal growth.

Our mission gives one of our definitions of ministry—it equips ordinary people to do extraordinary things. Another definition we use is that ministry happens whenever two or more people are in contact with each other and at least one of them is conscious of God's presence with them. An example of this definition in action is our Music Blessing Team. Our Music Blessing Team prepares, leads, teaches and performs music for our services and activities. However, their ministry is to see God's Holy Spirit touching each mind and heart through all the facets of Unity. They pray to be guided in their choices so that each mind and heart can be touched by the experience of how precious they are to God and how much they are loved and needed.

Our ushers and greeters see each individual who arrives at a class, service or activity as being enfolded in God's love. They see the limitations and challenges of the day and week lifted from each individual so that they may spend a few moments at peace in God's presence. They welcome everyone, invite them into our spiritual home, and are sensitive to people's needs so that concerns and distractions may be set aside and allow the whole experience of the service to touch them—mind, heart, soul and body.

We thank you for your prayers as we continue to grow and unfold these ideas. It is not always easy to hold three ideas in dynamic tension. Yet as we allow our minds and hearts to hold spiritual community, personal growth and ministry as equally important, we know that we will see the mighty breath of Spirit infill our lives and allow us and Unity Church of Victoria to be all that God would have us be.

Interview

Cont'd from page 9

stake in the success of our Association. After all they are the Association.

Barbara: How do you envision this meeting strategy being used in a ministry? Do the facilitators need special training? Share your thoughts on this.

Charlotte: Field ministries can hold a future search conference to assist them in their planning. I have been invited to present a workshop on how to do this in a local ministry and I am looking forward to this presentation in June 1999 in Kansas City. As a way of understanding the process in greater detail, I recommend reading Weisbord's and Janoff's book, *Future Search*. Yes, the facilitators do need training and there are several training conferences each year all over the world. Our Association commitment to this process will result in people being trained to serve as the facilitators so that we can bring the process to individual ministries.

Barbara: I understand you have recently finished writing a book, *Quantum Leaps: Skills for Workplace Re-creation*, published by Butterworth-Heinemann. What is the book about?

Charlotte: *Quantum Leaps* is a how-to book for creating organization transformation. The basic premise is that organization change happens one person at a time. Change is not caused by exter-

nal initiatives but rather by internal shifts in consciousness. Organizations simply mirror each individual's beliefs collectively about the way things work. Therefore, when individuals change their internal beliefs, their organization's change accordingly. Sounds pretty "Unity" doesn't it? I use the basic principles of quantum mechanics as the foundational metaphor for a new quantum work view—a view that recognizes the high complex, constantly changing, totally unpredictable nature of our individual and collective realities. I demonstrate the inadequacy of our time-honored skills of planning, organizing, directing and controlling, and I demonstrate how these skills are directly tied to an obsolete view of reality. They keep us stuck in old beliefs and behaviors at a time when extreme imagination and radical innovation are required. This book brings many basic Unity principles and practices to the workplace in the disguise of new science concepts.

The book will be available in September, 1998, in your local bookstore. I am very excited about my upcoming book tour beginning in October. If your church is interested in hosting a book-related workshop in coordination with my book tour, please contact me at 913-268-1213 or fax 913-268-4357.

Barbara O'Hearne can be reached by telephone: 816-531-3353; fax: 816-753-8200; email: ohearne@qnu.com

Focus on Gift Planning Seminar October 10-16, 1998 Unity Village, MO

(For more information
see article by Shay St. John on page 4
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*2000 X 200 Team member: *Wings Across Time*, a living history book, honoring our past, celebrating our present and visioning our future. Become a 2000 X 200 Team member. Your donation of \$200 or more ensures publication of this book. Let's create together a living legacy for our growing Unity movement.

Regional Conflict Management Training



Southeast Region Conflict Management Training, April 20-24, 1998 at Ebenezer Retreat Center, Rincon, Georgia: (l to r, top to bottom) Bob Stocks, Jerry Chores, Bill Worth, John Davis, Elizabeth Thompson-Stocks, Lana Charlton, Connie Freeman, Pat Warcham, Charlotte Seager, Orville Grove, Victoria Lafser, Peggy Grove, Judy Ward, Joanna Gabriel, Melanie Schley, Christy Hancock, Gary Simmons, Nancy Worth, Mary Ann Finch, Crystal Yarlott, Therese Godfrey, Carolyn Clairborne, Carolyn Crane, Margee Grounds, Donna Dearmore

a church, your ad—no matter how unique—may get overlooked in those sections. But consider the reader who, looking at movie schedules, sees your ad next to a flashy one for a blockbuster film. NOW you've been noticed!

Repeat exposure is a must as well. Statistically, many people need to see your message more than once before they're encouraged to take action. Most of those who've come to our church because they saw our ad waited, on average, about three weeks before their first visit. In addition, most of our newcomers say they weren't really looking for a church when they considered visiting us. You're likely to get a price break for repeat insertions as well.

Be Imaginative! Be Original!

Is your church dull and boring? Is it like every other church out there? Assuming you said "no!" then your ads shouldn't be dull either. Have you taken notice of how many times you've seen "Come Grow With Us" or "Come Worship With Us" in a church ad or on a sign? BORING! At best, they're hardly original. Unity is different, and so is our church. We're proud of that and we want people to know it, so our messages are different and original. Our ads, which are two columns wide by two inches deep, have an eye-catching headline followed by the name of our church, our minister's name, our address, phone number, and worship service schedule. Here are some of our "headlines":

- You, too, are welcome here. Just the way you are. Yes, this really is a church.
- Positive. Practical. Casual. Comfortable. And, it's a church.
- Going to church ought to make you feel good about yourself. The same way God feels about you.
- Most of us stopped going to church for the same reasons you did. Then we found Unity.
- No judgment. No guilt. No pressure. No hype. Just God.

By now, you've probably guessed that we're trying to convey that we're a church that's friendly, welcomes everyone unconditionally, and has a teaching that is wonderfully different from most.

Your Resources

You don't need expensive consultants to plan your campaign, either. You've probably already got the resources you need to handle ad design and placement. Unity seems to attract very talented and artistic people, and you've probably got someone attending your church already who has an eye for good layouts. The ad salespeople at the publication can often provide good design suggestions as well. And certainly someone you know has access to a PC with a word processor that handles graphic images and a variety of type styles. Our ads were drawn up in Microsoft Word and printed with a home-model laser printer. They easily passed as camera-ready for the newspaper's needs.

In Summary

Here are the points which we believe helped make our ad campaign successful:

1. Start with a plan.
2. Study the demographics; make the numbers work for you.
3. Go for repeat exposures.
4. Use your imagination!
5. Use your church's own creative talent.
6. Believe in the returns you'll gain from your investment.

Keep these things in mind and give advertising a try. You'll wish you'd done it long before now!

Presenting: The Fax... Just In Time back issues

For those who would like to receive *Just In Time*, but don't have a dedicated fax machine, we are offering the first twelve issues as a reprint packet for \$1.50. Ask for item # 74 from Margie in our order department.

Those who do have a dedicated fax can receive current issues by sending your name, church name and location, and fax number to either me or Barbara O'Hearne. Our transmission is automatic (usually overnight), which is why a dedicated machine is necessary.

Putting advertising in its place

Thanks to Bruce Bachofer and Karen Kiske-Zimmerman for their wonderful story of the part advertising can play in attracting new people! Since I've been with the Association, many people have asked me about the effectiveness of advertising for churches. Lately I've also been hearing more from you about your advertising experiences. (Keep those stories coming—we want to share them here with everyone.)

Studies on church advertising show the same conclusions as those reached at Unity Church of Light:

- Great advertising can be very effective in bringing people through the door the first time. After that, the quality of the experience is what brings people back. If people don't find that their needs are met, they won't be back, and all the advertising in the world won't make a difference.
- Target the audience beyond the "churched" by placing ads outside of the church or religion section. (The value of church page ads is that your members gain a sense of pride from them—which may be helpful in their willingness to invite.)
- Don't forget to look at neighborhood or alternative newspapers, and other less-known media.
- To remember an ad, people must be exposed to it twelve times.
- The message of the ad, especially for the unchurched, should challenge the "church as usual" image. George Martin (Church Ad Project) says that this type of advertising will bring in people who would not otherwise be reached.

Contact us to learn more about advertising materials we are developing.

Association of Unity Churches: FINANCIAL STATEMENT



As of April 30, 1998: General Fund:

	April	Year to Date Actual
REVENUES		
Love Offerings	\$116,668.69	\$729,637.27
Other Income	4,705.13	64,738.44
Gross Profit from Sales	13,427.98	100,104.34
Total Revenue	134,801.80	894,480.05
EXPENDITURE	106,697.06	724,259.29
INCREASE (DECREASE) FROM OPERATION	28,104.74	170,220.76
NONOPERATING: INTERFUND TRANSFER		
Less: To Expansion (Tithing)	(11,429.89)	(71,932.89)
Less: To Development (Contributing Friends)	(1,925.08)	(12,199.12)
Less: To Building Operation Fund for utilities & R/M	(4,058.16)	(28,407.12)
Add: From STARlight Fund (50%)	3,458.04	19,363.86
Total Transfer	(13,955.09)	(93,175.27)
NET INCREASE (DECREASE) OF NET ASSETS	\$ 14,149.65	\$77,045.49

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

	April (Actual)	Year to Date (Actual)
REVENUES		
Love Offerings—Living Curriculum	\$ 6,345.56	\$ 36,567.61
Love Offerings—STARlight	6,841.00	38,727.70
Others	44,932.72	92,636.64
Total Revenue	\$58,119.28	\$ 167,931.95
EXPENDITURE	21,996.12	115,827.15
INCREASE (DECREASE) FROM OPERATION	\$36,123.16	\$ 52,104.80
NONOPERATING: INTERFUND TRANSFER		
Less: Transfer To Other Funds		
To Curriculum Fund (Reserve Fund)	(4,759.19)	(27,425.71)
To Int'l Ministry (Reserve Fund)	(1,729.02)	(9,681.93)
To General Fund (STARlight)	(3,458.04)	(19,363.86)
To Other Funds	(3,668.60)	(9,703.06)
From Contributing Friends (General Fund)	1,925.08	12,199.12
Total Transfer	\$(11,689.77)	\$ (53,975.44)
NET INCREASE (DECREASE) OF NET ASSETS:	\$ 24,433.39	\$ (1,870.64)

"Thank you for your contribution. 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

One of the joys of my work is the opportunity for a closer association with the Reverend Ruth Mosley and the Urban Ministerial School. When I visit for the licensing and ordination committee interviews and the curriculum committee meetings I am awed by Ruth's dedication and by the magnificent work that is done under her leadership. She spearheads the efforts of the teachers and students to graduate well-trained individuals, ready to complete their final year at Unity School for Religious Studies. This school is specifically designed and focused to provide an experience of living and ministering in an urban setting. This program is described in the following article compiled by William Allison, Urban Ministerial School graduate and ordained Unity minister, and edited by Ruth, with excerpts from the Urban Ministerial School catalog.

What is the Unity Urban Ministerial School?



Ruth Mosley

The Unity Urban Ministerial School (U.U.M.S.), Inc., is a Michigan non-profit corporation, founded and directed by the Reverend Ruth M. Mosley. In 1979, Reverend Mosley, in conjunction with the Association of Unity Churches, created the U.U.M.S. for the purpose of reaching the vast ethnic groups founded in metropolitan areas, expanding the Unity concept in central cities and bringing more ministers into the Unity movement. Prior to the establishment of the U.U.M.S., the Unity School of Christianity in Missouri was the only place for preparing prospective ministers.

The Reverend Mosley and the Association were determined to improve, develop and strengthen the Unity movement by developing a program that would benefit from Unity ministries in central cities. As a result, the Association endorsed U.U.M.S. was established.

During its inaugural year 1981-82, the Association appointed a committee of ministers to oversee the embryonic operations of the U.U.M.S. program.

The Reverend Mosley was selected Chairperson and five other Association ministers served on the committee.

The committee was responsible for creating the curriculum, admission procedures and the Ministerial Education Program. In addition, Unity ministers throughout America volunteered to participate as teachers. These teachers/ministers instructed the students, provided background on the Unity ministry and assisted the school in any way possible.

In 1982, the U.U.M.S. graduated ten people, eight of whom completed the final year of preparation for the ministry in Unity Village, Missouri, and were ordained and assigned to Unity churches throughout the United States, Canada and the Bahamas.

After its first two successful years, the U.U.M.S. was incorporated under the law of Michigan as an independent institution that works in conjunction with the Association and Unity School of Religious Studies (USRS), Unity Village, Missouri.

The uniqueness of the U.U.M.S. is that it is located in a major industrialized city. The city of Detroit offers opportunities for a person training for the ministry to develop a sensitivity as a minister in multicultural situations.

The growth process and progressive social change provides learning experiences for a student to gain insights into the dynamics and causes for change, and its effects on the quality of life about which they must be concerned.

The location of the school offers students, who have economic needs and family responsibilities, the possibility to acquire employment, housing and other means for living relatively easily. Many students state that they chose the U.U.M.S. because of its uniqueness and location.

If you desire more information on the U.U.M.S., please contact the registrar, the Reverend Buford Buckley at the U.U.M.S., 146 Englewood, Detroit, Michigan 48202; or call 313-868-8238, Monday through Thursday, 4:00 p.m. to 8:00 p.m. and Saturdays from 10:00 a.m. to 2:00 p.m.

We thank you for your loving support of the Unity Urban Ministerial School which operates on the contributions of graduates, and those loving supporters who value its work.



Another look at small groups...

Creating small groups in the church is certainly not a new idea. Why even the modern small group movement dates back to the 50s! At that time small groups were looked at as radicals! You may recognize some of these: Faith at Work, Yokefellows, InterVarsity Christian Fellowship, Campus Crusade for Christ, Prayer Cell Movement. Throughout every decade since, the small group movement has continued to emerge and impact people, although with some changes. With a history of more than 40 years small groups appear to be more than a passing phase.

So why, then, do small groups continue to exist? People want belonging to a community of people, a connection in a safe haven. The church can be that place as it was for the first-century Christians who established personal, Christian community in the midst of a hostile world. People join small groups because they help them feel included and supported in a number of ways.

Small groups. . .

- Provide a place for people to interact and voice their opinions, as well as build friendships.
- Place people in an atmosphere where they can be known and understood as distinct persons.
- Reduce the number of people with whom a person is face to face so that attention and recognition can be given to everyone within the group.
- Allow people to risk deeper emotional involvement than is possible elsewhere.
- Affirm people even when they feel useless or unlovable.
- Provide a place where people can identify with others who are struggling with the same problem.
- Give support during the pain of deep change.

So you know the benefits and have already done small groups... why create them again? A good strategy for your church at this point would be to examine the positives and negatives of your previous small groups. Probably you will readily acknowledge that the small groups made a difference. And that there were aspects that took too much time, were inadequately structured, or needed some other kinds of improvement. And that small groups take a lot of time and organizational detail!

So let's look at the benefits your church reaps when you effectively conduct small groups. Nancy Worth, Unity Church in Christ, Tallahassee, Florida, shared some of the impact of small groups conducted in their church between February and Easter, 1998. Meeting sites were enlisted by asking for people who were willing to open their home to create a sacred space. This resulted in 13 groups, 10 of which became short interval seeker/support groups plus 3 book groups. The most measurable benefit showed in the Sunday morning worship attendance which went from 90-100 regularly to 140-150 every Sunday. The Sunday morning lesson was the base for discussion during the weekly groups. When I discussed this success with Nancy, she enthusiastically expressed the need for much organization, thoroughness of training of leaders, and benefits of having pulpit based studies.

Are there any easier ways to conduct effective small groups? Conversation with Nancy led to a discussion of what resources are readily available for small groups. She and other Unity people suggested some resources for you to consider which they found helpful and useful.

Unity Resources

The most comprehensive resources I have seen that were developed specifically for Unity churches are those by Patricia Keel, licensed Unity teacher. These materials were created for use at Unity of Palo Alto and Unity-in-Marin at San Rafael, California. Three seven week programs are available based on these books: *Make Me An Instrument*, *Powerful Beyond Measure*, and *How, Then, Shall We Live?* A complete program planning package is available which includes: Program Planning See GROUPS on page 23, col. 1



Anna Andes
Curriculum
Coordinator



Dorothy Genske
Licensed Teacher
Coordinator

A Time for New Wine

Let's celebrate! It's time! Just like new wine for the right time, we have a new code of ethics for licensed Unity teachers, which was approved in April by our Association's Board of Trustees.

By now every licensed Unity teacher in our Unity movement, all 997 of them, have received their new Association of Unity Churches Licensed Unity Teacher Covenant Code of Ethics. It reads as follows:

I. I seek first the Kingdom of God by looking to the indwelling Christ for inspiration and guidance.

II. I honor myself and the uniqueness of each individual and our diversity as children of God.

III. I use prayer as the center of my life and encourage others to do the same.

IV. I acknowledge the minister as the leader of the ministry that I serve.

V. I maintain a professional relationship with the ministry that is cooperative, supportive, honorable, and keeps me in integrity with myself. I understand clearly the boundaries and appropriate moral behavior with members of the congregation, staff, ministers, and other licensed Unity teachers. I hold all confidences as sacred trusts, except where professional intervention is legally required.

VI. I will undertake activities related to the ministry with the approval of my minister.

VII. I recognize that all outreach activities must be sponsored by my parent ministry or the Expansion Department of the Association of Unity Churches.

VIII. I will, under Divine Guidance, and to the best of my understanding and ability, endeavor to serve in my focus area (adult education, pastoral

care, youth education, administration), with an excellence that may empower students to live the Truth. When teaching, I will present subjects which are deemed compatible with basic Unity principles.

IX. If a challenge arises, I acknowledge that open communication with the minister is essential, so that all possible options in an effort to reach a positive and productive solution may be explored. If a solution cannot be reached, I will contact 1) my Licensed Teacher Regional Representative; 2) the Licensed Teacher Coordinator, Association of Unity Churches, for guidance and support.

X. I, as a licensed Unity teacher, dedicate myself to the principles of Truth as taught and exemplified by Jesus Christ, established by co-founders Charles and Myrtle Fillmore, and interpreted by Unity School of Christianity and the Association of Unity Churches.

Upon receiving the new Covenant Code of Ethics, we are asking that each Unity teacher read it, sign it, date it, have their recommending minister sign it and send our Association a copy, which we have enclosed with their original code. Notice that we think so much of our new code, we are also calling it a covenant and are inviting our sponsoring minister to sign it.

Unlimited THANKS to a dedicated task force of ten, who this January voluntarily met at Unity Village creating our new document. Let's give a great big hand to this great team: Carol Biggs, Juli Ann Boehm, Carla Cambron, Jan Chase, Sue Edwards, Bill Farrell, Dorothy Genske, Linda Harbin, Catherine Thomas and Mary Ester Wood.

An abundance of THANKS to everyone who provided ongoing communication and input for the team to consider, as they went back to the drawing board, and continued working through the process of co-creating the right and perfect document.

It is dedicated teachers like these that helps to make Unity history and our Unity movement great!

Groups

Cont'd from page 21

Manual, Facilitators Training Manual, Pledge Program Planning Manual, 7 weekly bulletin cover templates, 7 sets of affirmation card templates, 7 weeks of study question templates, Planning calendar, Study Book and questions on disc, a sample poster, sign-up sheets for volunteers, a nine-hour prayer Novena outline, and two hours of consultation with Patricia. More information can be obtained from her by calling (415) 457-7555; or email <patriciakc@aol.com>.

Other Resources

A good non-Unity source for basic organizational planning and training for small groups is Serendipity House. Nancy Worth recommended their training videos as well as Patricia's materials. The Serendipity training video series include "Strategic Planning," "Basic Training" and "Advanced Training." Each contains four 30-minute videos. The Association of Unity Churches now has "Strategic Planning" and "Basic Training" in the Video Lending Library. This provides your church an opportunity to preview the program before making the decision to purchase. Serendipity also has more than 30 reasonably priced small group discussion booklet choices, complete with leader information and questions for the group to consider. Some of these tend to be conservative for Unity. However, many topics can easily be adapted as questions are opened and expected answers are not defined by the booklets. Serendipity can be contacted at 1-800-525-9563 for a catalog describing their small group programs.

One other training resource you may want to examine is Church Innovations. This group offers one day trainings throughout the United States.

This workshop. . .

- covers what Small Group Ministries will do for your congregation
- explores the different possibilities for small groups
- provides insight into how to design your

own custom small group ministry

- basic small group dynamics
- characteristics of an effective small group leader
- secrets of successful leader recruitment and training
- what really gets small group ministries started
- and the steps that keep small group ministries vital.

And there is yet more . . .

So many of you are already doing amazing programs with small groups. I invite you to share that with me. Perhaps you would like to share an effective study guide your church developed for a current book. Or you have used a resource that was particularly beneficial that we ought to know about. *A Time of Family* publications are a major place where we can publish these smaller pieces so that other Unity churches and centers can share and benefit from one another.

In *Volume One of A Time of Family* an eight-week small group experience is included (pages 49-52) with discussion questions for small study groups. This series entitled "Telling Our Stories" is based on the video series, *Discovering Everyday Spirituality*, narrated by Thomas Moore. You may want to preview this video series through the Association's Video Lending Library.

In *Volume Two of A Time of Family*, another small group 6-week study is included. This one, "The Bible: Our Story" (pages 48-75) explores six Bible stories of how we are in relationship with ourselves, each other and God. This study can provide Unity content for small groups once the organizational structure and training have taken place.

Agreeably, small groups take considerable effort! And small groups provide great benefits—to the individual, to the entire congregation, and ultimately to the world! Will they be a part of your ongoing ministry during the coming year?

Memories

Cont'd from page 3

ministries. But I truly felt it was a movement of Spirit and I have felt confirmed in that since. I love the church here and although Kathryn and I are not officially serving as co-ministers any longer, we still feel we are working together in the spirit of this ministry. Kathryn shares her strong prayer consciousness and still serves on the platform along with doing some counseling and teaching. Then only a couple of weeks ago she was there for me again, teaching and doing the service when I had to go to England unexpectedly. So together we serve, and together we are still building memories.

Today, as a former church member is ordained, I remember not only my own ordination. I remember when I, too, as Director of Ministry Services and again as President of the Association, had the very special privilege of blessing others through the ordination experience. Now I see these ministers establishing their own ministries and building their own special memories. And at this time of writing, Kathryn and I are looking forward to seeing not only these ministers but all our fiends this coming week at our Association Convention in Portland, Oregon.

It is true that so many things have changed over the years. The personal computer I am using today was just a figment of imagination when I started in ministry. This September I'm taking a group of about 60 people from our church to China for 10 days. Who would have thought that possible not so long ago? But some things never change—our opportunities for love, fellowship, service and spiritual growth remain constant. It is through such things as these that truly special memories are made.

Yours in love,
building memories together,



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Important Dates for: 1998

Spiritual Board Leadership Forum
Unity's Day of Prayer
Executive Committee Meetings
Friendship Sunday
Gift Planning (Planned Giving) Seminar
Skills Demonstration Seminar

August 27-30
September 10
September 10-16
September 20
October 10-16
November 13-20

1999

L & O
Midyear Meetings
Regional Education Services Consultants
Field Licensing Seminar Year 1 & 2
Skills Demonstration Seminar
Fund Raising Seminar
Pre-conference
Conference
L & O
Adults of Unity Conference
Licensed Teacher Postgraduate Week
Certified Spiritual Educators
Skills Demonstration Seminar
Y.O.U. Conference
Spiritual Board Leadership Forum
Unity's Day of Prayer
Executive Committee Meetings
Focus on Planned Giving
Skills Demonstration Seminar

January 18-21
January 29-27
February 15-21
March 7-13
April 2-9
April 24-30
May 27-31
May 31-June 5
June 7-10
June 12-18
June 27-July 2
July 23-26
July 23-30
August 1-7
August 25-29
September 9
September 7-12
October 9-15
November 12-19

ASSOCIATION OF UNITY CHURCHES
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Lee's Summit, MO 64081

Heritage Room
Unity School of Christian
Unity Village Mo 64080

MEP Young



Contact

Vol. 32, Issue 6 December 1998/January 1999

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



John Strickland
Unity Church of Hawaii
Honolulu, Hawaii

The Future of Unity Ministries

In the early part of the Twentieth Century the most powerful businesses in the world were the railroads. Today, in America, they are barely surviving with a lot of governmental financial assistance. Why? They thought they were in the "train" business. They did not have a broad enough vision that they were in the transportation business. They missed opportunities to get into ships, airplanes, and overland trucking. Around the middle of this century one company had as its mission to be the "best in the business," to make their product faster, better and cheaper than any of their competitors. They succeeded and shortly thereafter went out of business. Why? Their product was the cathode ray tube, which used to be in all the televisions and radios. They did not understand that the world was moving rapidly to transistors and solid state circuitry in electronics. The message is clear: if we are to survive and thrive in the 21st century we must have a clear vision of what our mission is and we must be aware of and understand what the trends are in our country and the world. This is as true for us in ministry as it is for the transportation or electronics industry.

Future Search Conference

The Association of Unity Churches, led by the Transitions Team (composed of field ministers, licensed teachers, Association staff, Board of Trustees and congregations) is taking a bold and wonderful step in May of 1999. We are having a Future Search Conference, during Memorial Day Weekend in Kansas City, Missouri. We are having diverse group of 192 individuals meet with professional facilitators to develop a plan for the future of Unity.

You, as a minister, licensed teacher of church, board member, congregant, teenager, retired minister, church or Association staff member, or an outside stakeholder may be one of the participants. We will look at our mission, our vision, trends in society, our products and services, and create, or rather, co-create with God what we are to be! I could not be more excited.

The future of Unity ministries is going to be determined not by a handful of "top" executives, but by a broad representation of diverse peoples coming together to synergistically let God speak
See FUTURE on page 9, Col. 3

Volume 32, Issue 6
December 1998/January 1999

CONTACT STAFF:

Editor-in-Chief - Glenn Mosley
Supervising Editor - Joann Landreth
Managing Editor - Cheryl Vestal
Circulation - Glenn Mosley, Jr.
Editorial Committee: Chairperson Glenn Mosley, Sharon Connors, Joann Landreth, Richard Mantel, Carol Osier, Shay St. John, 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.



Wanted: Dream Team for Small Group Ministry Materials

Who? Interested Unity ministers, licensed teachers, spiritual leaders and youth education directors

When? Project work March 1999 - June 1999

Early in 1999, a group of Unity ministers, licensed teachers, spiritual leaders and youth education directors will come together to conceptualize content for several 7-8 week small group study booklets. Please bring to my attention those whom you feel would be excellent contributors to this project before December 31, 1998! Self nominations are welcome also. More details can be obtained by calling Anna Andes, Curriculum Coordinator, 816-524-7414 or email: <cur@unity.org>.

President's Letter



Somewhere high above the world on my return flight from the Republic of South Africa and Zimbabwe, I begin this Christmas (birth) and New Year (rebirth) message.

The latter part of September is quite hot during the day in South Africa and Zimbabwe and relatively cool at night. (This is late winter for them.) With no spring, the new friends I met there now face a very hot summer. Thinking of cold Christmas and New Year temperatures in the Midwestern United States during my stay in Africa was not easy, but I made notes along the way so I could share.

First, I made Unity contacts while I was in South Africa through the cooperation of Ron Tyson's office in the International Services department of Unity School. I am also writing a complete report along with recommendations for Ron and others to consider implementing. I will leave the announcement of any eventual action on these recommendations to the folks in the International Services department.

My time in South Africa was planned to include leisure time and Unity business. My time in Zimbabwe, although quite short, excluding Unity-related telephone calls, was leisure only. I did

distribute literature in both countries, however.

Keith Briscoe, my friend, and a retired University President and world-class photographer (he laughingly says that "it's just that nobody in the world knows that yet") was my traveling companion. Keith and I drove two countries on the wrong side of the road (sometimes literally; we were on the right side of the road instead of the left where others were driving). Keith was in Africa for six weeks before my arrival and will remain another four or five weeks after my departure. His brief stay in South Africa was very helpful to me in making possible Unity contacts more easily.

My sharing here will be about my experiences with people I met generally, at least one potential Unity leader, as well as some of the exotic wildlife I met. Some of these meetings were at close range (ostrich, i.e.), and others only from a closed Nissan pickup truck (three lionesses hunting at dusk, i.e.). One of whom stalked the truck and raised her paw as though she would strike at a tire. (I've heard stories about other tires shredded that way.)

Well more than half of the land mass of Africa (especially the southern half) has been reappropriated and renamed in the past thirty plus years (Christmas, birth, formation).

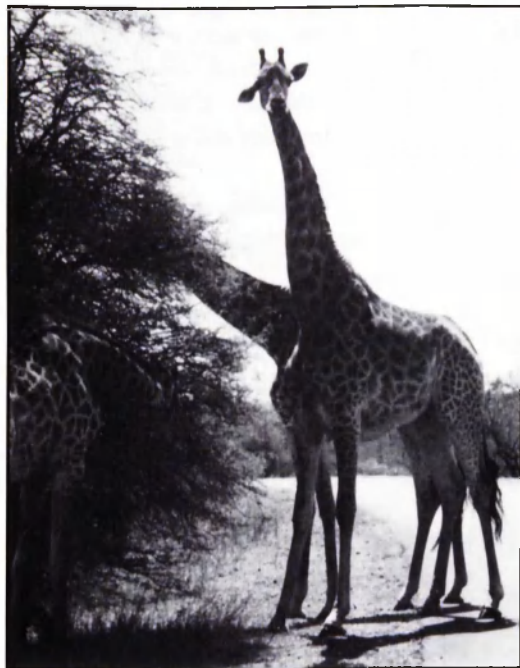
Every day the "many splendors" tapestry and multifaceted nature of the Republic of South Africa and its highly diverse peoples have an opportunity at creating something that never has been (New Year, rebirth, reformation).

President Nelson Mandela clearly is not satisfied with "reforming" the Republic of South Africa. Reformation is only begun; much further, Mandela works toward "transformation" of South Africa.

Mandela pushes to move beyond simply celebrating diversity; his efforts are to steer this great nation toward the converging goals of that massive diversity of peoples. President Mandela pushes them toward implementation of these individual and collective goals. They must include basic decency, no retribution, and what is highest and best for all individuals.

Mr. Mandela holds that what is "good" for an individual must be redefined in a larger context of what is good for the family and beyond the family to the country. He holds these principles of "transformative" goals (new birth) to be necessary

See *PRESIDENT'S LETTER* on page 17, col. 1



"Wild" life: two giraffes; three heads.



Glenn R. Mosley
President & CEO



Shay St. John
Vice President
of Development

Ideas to Put Financial Feet on Your Ministry's Vision

I am often asked, "How does our church begin to reach our financial vision?" My answer would be to look over these ideas and implement as many as possible.

1. Be sure the board is clear on its responsibility for stewardship. Each member should know the average monthly income and expenses of ministry and be able to answer financial questions from congregants.
2. Identify by name (not specific amounts) the top 20 percent of church's donors. Appreciate them. Their support makes it possible to minister to 100 percent of the people.
3. Seek relevant ways to enroll these top donors in service and/or strategic planning within the church.
4. Communicate finances (income, tithes and expenses) in your newsletter in a simple, easy-to-understand format.
5. Provide ongoing prosperity classes (4-T, Charles Fillmore's *Prosperity*, etc.).
6. Send thank you letters for ALL gifts promptly (in 48 hours if possible).
7. Begin consistent education on legacies and possible Planned Gifts for congregants.
8. Communicate church's vision—and costs to live that vision—frequently.
9. Have a dynamic volunteer program, complete with job descriptions and time frames for service.
10. Make your mission statement clear, passionate and easy to remember.
11. Have a clear, realistic, achievable Financial Vision (budget) that is a guide—but never a girdle—to growth.
12. Keep your mailing list growing. Use "Return Requested" to keep addresses current.
13. Make Sunday services true celebrations of Spirit, actively touching lives.
14. Take regular times to meet with board, staff and key leaders. Provide development and planned giving manuals and other relevant materials to enhance board and volunteer service.
15. Begin a Ministry Leadership Training program to "seed" future leaders and dedicated board members.
16. Co-create a Code of Ethics with board and key leaders to guide their service and clarify expectations. Display a signed copy for congregants to see the dedication of those who serve.
17. Identify a viable community need that speaks to congregants' hearts. Enroll them in service that makes a difference and has community impact.

See *FINANCE* on page 16, col. 1



Joint Ads Unite Unity and Religious Science Churches in Tampa

by Cary Herold

In a true show of unity, a group of Unity and Religious Science churches in Tampa Bay, Florida, are meeting regularly to find ways to raise awareness of their churches in the Tampa, St. Petersburg, and Clearwater area. Alan Rowbotham, Unity minister of First Unity Church in St. Petersburg explains, "We've been meeting for about ten months now, and it's going very well. The cooperative effort is beneficial to everyone." Ruth Fatur of Unity Church of Today in Tampa concurs saying, "We're fully in agreement working with Religious Science and other New Thought churches. Making these connections helps us all to grow. It's powerful!"

Originally, the group was called together at the behest of the Reverend Pat Palmer of the Center for Conscious Living in Clearwater. According to

Palmer, the group of ministers meets at a different church once every other month with just one purpose in mind, "How can we become more visible in the greater Tampa Bay community as New Thought churches—as churches offering people the tools for seeing the power of the Presence within?" Meetings last an hour and a half, from 9:30 to 11:00 a.m. on Saturday mornings, but, Palmer stresses, "Our meetings are quite structured. We don't get into discussing other topics because we're all so busy! The interaction among us is wonderful, and if another issue does come up, we already know one another and have a readiness to communicate. But for these meetings, we have just one agenda."

Positive Churches

The first project church leaders decided on was

a series of joint advertisements describing their churches as "Positive Churches," and inviting readers to "develop a joyful relationship with God" or to visit "where positive-minded people get together to learn and grow." Each ad is an "island" ad, which means it appears on a page surrounded only by editorial copy. Ad size is approximately 7-1/2" x 9", and three have run so far, at Easter, Independence Day and in the Fall. To date, each ad has run in the *Weekly Planet*, a popular Bay-area free newspaper with readership of approximately 370,000. The *Weekly Planet* has readers with a median age of forty and average annual income of fifty thousand dollars, and reaches just the kind of diverse, active, community-

Eight ideas you can use in your advertising

What can be learned from this advertising partnership?

1. Describe your target market, i.e., the "unchurched and disenfranchised." Use this information to design your ad and select your media.
2. Know how you're different from other churches, i.e., "positive."
3. Focus your message. Try to say only one thing in your ad, i.e., "where positive-minded people . . . learn and grow."
4. Working with several churches can provide the staying power required. Ads need to run repeatedly to be most effective.
5. Several partnering churches have increased buying power for larger ads that are sure to be noticed.
6. There are enough "unchurched" people in our communities to fill all the existing churches and more. Competition no longer makes sense.
7. Know your goals. This group wanted to raise awareness in the community.
8. Partnering can be a powerful way of establishing not only meaningful relationships, but also added credibility for all involved.



Lisa Wittman
Director of Marketing

See **MARKETING**
on page 17, col. 1



Gary Simmons
National
Conflict Manager

If you have questions about how to manage conflict or what more information about our conflict management process or conflict management training, please contact me:

Phone:

(501) 442-4360

e-mail:

Gsresolve@aol.com.

Conflict Management: Taking Ownership of Issues

Conflict is a natural aspect of life and present in every growing relationship. In developing church communities, conflict is symptomatic of *miscommunion*. It is evidence of gaps, breakdowns, or missing pieces in the arena of organizational structures, cohesiveness, compassion, and the intention to fulfill God's purpose through the lives of those who participate in the community's mission and vision.

Church communities are also family systems that have inherent responses to the tension and stresses of interpersonal relationships. Healthy church communities manage the forces of personality and circumstance by embracing conflict and discovering the underlying issues that support its presence. Conflict, therefore, can become a positive force within the church community when leaders and members apply spiritual principles to interpersonal and organizational challenges.

The Purpose

The purpose of our conflict management process is to create a spiritual context with which to understand, embrace and manage the interpersonal issues underlying conflict. This context can be understood in the question: How is it possible, given who Unity people are in their heart of hearts, for there to be conflict or adversarial relationships in a Unity church? It is only possible because, humanly, we lack the resources and skill necessary to manage tension without taking it personally. It is only possible, organizationally, because there are structural gaps or breakdowns, or missing pieces in how the organization relates to itself as a whole and to its individual parts. It is only possible, systemically, because church communities are holograms of family values, family issues, and family system influences.

The Process

The conflict management process works to affect a fundamental shift in how conflicted parties relate to each other and the issues that must be addressed in order to manage conflict effectively. This is a shift from "needing to be right" to doing the right thing. Doing the right thing is only possible when individuals are willing to take 100% responsibility for their experience. **Therefore, the success and effectiveness of the conflict management process is entirely dependent upon each individual's willingness to take ownership of his or her role in the issues.**

If, for instance, the board is perceived to be controlling, it is the board's responsibility to answer the question: How is it possible that this is what some may be experiencing? If the board gets stuck in defending itself by attributing this perception to a disgruntled few, it ignores the spiritual context within which the perception arises. The perception that the board is controlling can only exist if it is supported in some way by what people are experiencing. It does not matter if the perception is fact or fantasy. The issue is, is this what the board wants people to be experiencing? If the board does not believe that it is controlling, then it is possible that people's experience is rooted in misperception. In either case, authentic action begins by taking ownership of the perception and telling the truth about it. *Some experience the board as controlling, therefore, there is something that the board is doing or not doing that is supporting this perception.* It is a matter of accepting the perception as feedback to how the board is being perceived or misperceived and doing what healthy, functional boards do in the presence of an issue which impacts people's confidence and trust.

If, in another instance, the minister is perceived

as not being appreciative, it is the minister's responsibility to answer the question: How is it possible that this is what some are experiencing? If the minister gets stuck in defensiveness by attributing this perception to those who are against him, he loses the opportunity to view the situation in a spiritual context, one which frames the perception as a possible gap in his intention to create cohesive, harmonious relationships. The perception that the minister does not appreciate people can only exist if it is supported in some way by what people are experiencing. If the minister believes that he is appreciative, then the perception is evidence that there is something missing or something else happening which is creating the experience. Because the perception exists, it is either being supported by the minister being unappreciative or incomplete in his interactions with those who have taken offense. In either case, authentic action begins by taking ownership of the perception and telling the truth about it. *Some experience the minister as uncaring and unappreciative, therefore,*

there must be something that the minister is doing or not doing which supports this perception. It is a matter of accepting the perception as feedback to how the minister is being perceived or misperceived and doing what a healthy, competent minister does in the presence of an issue which impacts people's confidence and trust.

Again, if the congregation believes it is out of touch with the inner workings of the church, or if there are secrets, poor communication, no shared mission and vision, then it is up to the congregation to take ownership of its experience. This begins by examining how it has supported the conditions that have perpetuated the underlying church culture. Is the presence of conflict reminiscent of unfinished business? If a community becomes polarized by taking sides, attributing blame, or by becoming apathetic, it loses its chance to awaken the system to new paradigm. The community must acknowledge that their experience is supported by something that they are doing or not. Conflict is not entirely the board's problem, the minister's problem, the Association of Unity Churches'

problem. It is the community's problem as well and, therefore, it exists as an opportunity to create something based upon shared values and principles.

Taking Ownership

It is the intention of the conflict management process to value and appreciate the presence of conflict in a Unity community as evidence of birth pains and a kind of spiritual labor. As conflict managers, we sometimes think of ourselves as spiritual midwives. I must tell you, however, that not every community is successful in taking 100% responsibility for their experience. It is often easier to blame the minister, the board, or a disgruntled few for challenges and the interpersonal conflicts rather than to unconditionally guarantee success in working through the issues. When the behavior of others is a precondition to the willingness to do the right thing, we become part of the problem. When this occurs, a still birth is inevitable resulting in a crisis of love and faith within the community. Leaders lose credibility in the eyes of the community because Unity leaders are supposed to walk their talk. When the minister, or members of the board, or the congregation remain entrenched in their perceptions and unwilling to shift into taking authentic action in the presence of community issues, a win / win outcome is unlikely.

It's up to all of us to create healthy churches. Conflict is a part of the creative process. It brings us into relationship with those parts of ourselves that live outside of our sense of wholeness and purpose. We can be successful in managing conflict because we are bigger than our issues. We can grow and deepen in our awareness of principle by embracing our experiences as feedback to our creative process. We can fill in the gaps, restore systems, and restructure vital relationships in order to move our ministries forward. We can take ownership of what may be missing in our capacity and resourcefulness by making conflict our advisor rather than our adversary.

Hola amigo de Unity en Español

Reciban un afectuoso saludo desde Puerto Rico. Nuestra iglesia Unity de San Juan, Puerto Rico tiene el placer de ofrecerles el curso de Prosperidad Tridimensional.

Este curso fue creado por el Revdo. Stretton Smith y ha sido de mucha bendición para todas las personas que han participado de sus clases. El mismo tiene un costo de \$60.00 (US dollar) más gastos de envío. Favor comunicarse a nuestros teléfonos (787) 722-5358, fax (787) 722-4591, o a la siguiente dirección: Calle Victoria 1555, Pda. 23, San Juan, PR 00912.

Les extendemos una cordial invitación para que se comuniquen con nosotros y compartan la experiencia de levantar nuestras conciencias a una vida triunfante como hijos perfectos y prósperos del Padre de toda buena dádiva.

En conciencia de prosperidad
Esther O. Mantilla
Ministro Ejecutiva



Barbara O'Hearne
 Church Management
 Consultant

Experiencing A Future Search

The last morning of Future Search training, Mohonk Mountain House, New York: Sandra Janoff and Marvin Weisbord, cofounder and co-directors of SearchNet and future search trainers had agreed to meet our Unity group for breakfast to give some suggestions and pointers for our Association Future Search Conference next May.

"The only thing we ever talk about is future search," Sandra said. Yet within minutes she was inquiring about Unity principles. It was a request we had over and over from participants during the three-and-one-half day training. It was clear we were there to learn and also to spread the Unity message.

We noted that the future search process is entirely compatible with Unity principles. Marv pointed out that groups from across the world (Europe to Malaysia, North America to Southeast Asia) have remarked the same thing—that the future search philosophy is a remarkable fit within cultural, religious and ethnic diversity. Indeed, the apparent simplicity of the future search process is profound in bringing people together to find common ground, with a recognition that we all are more alike than different.

Facilitator Training Session

I attended this special facilitator training session with Carl Osier and Bets Kirby from the Association home office and Steve Cumbie and his wife Drucie French, from Unity of Oakton, Virginia. Steve is a member of the Association's Transition Team as a congregant and enrolled in the training as a personal commitment. We joined some 50 others from across the nation, Canada, Sweden (2) and England (1). It was a diverse group ranging from corporate and governmental agency representatives to educators, independent consultants, environmentalists, to name a few. We were there to participate in a compressed future search experience with added time for training in facilitation and Q/A sessions. Sandra and Marv are among the best

trainers I have ever experienced.

The future search model differs from typical participative meetings in key ways.

1. The "whole system" participates—a cross section of as many interested and diverse parties as practical. All participants are heard and learn other ways of looking at the task at hand.
2. Future scenarios—such as we will be looking at for Unity 2010—are put into personal, historical and global perspectives, thinking globally together before acting locally.
3. People self-manage the work and use dialogue—not "problem solving"—as the main tool. This means cooperation and personal responsibility for perceptions and actions.
4. Common ground rather than conflict management is the frame of reference—honoring differences rather than having to reconcile them. And yes, it really works!

In this framework, our workshop participants came to agreement on a topic—lifelong learning opportunities for the citizens of "Mohonkville." We would explore our own and the community's past in the context of global events, look at the present reality, "mind map" trends that could impact lifelong learning, reach consensus (or common ground) on projects and devise action plans to move our community ahead to a vibrant and successful future, with implementation beginning now, not in some nebulous future time. Even in this simulation people were very passionate about their views on lifelong learning.

We broke into teams of six or seven—educators, parents, students, government, business, religion/nonprofits, meeting in these stakeholder groups (people who can influence, be influenced by the organization) for some activities and in

Some examples of Future Search Conference tasks

- University of Missouri: Future of the School of Education
- Ramsey County, Minnesota: Beyond Welfare Reform
- Saskatchewan Health District, Canada: Building Client-Centered Service
- Queen Emma Foundation, Oahu, Hawaii: Community Planning
- Episcopal Diocese, Danville, Connecticut: Bringing A Diverse Community Together
- UN Development Program, Bangladesh: Ending Iodine Deficiency
- Radio Nederland Training Center, Zimbabwe, Africa: Building A Lasting Future for the South African Region
- Kansas City Consensus: Teen Search

mixed groups (one from each stakeholder group) for other activities.

There were some real "ahas" along the way. For example, the "parents" who had felt isolated in their commitment to their kids, found that "government" and "business" were equally concerned about current problems and future possibilities for young people. The 'religious' community found they could cross philosophical barriers, coming together in a truly ecumenical way to share responsibility for the future. And in talking together we can forge dynamic plans for the future of our community and the world.

In reaching common ground, the few areas of disagreement, such as commitment to a simpler life-style vs. affluence and consumerism, were simply set aside as an area of nonagreement, with no need to try to change another's point of view or values. Conflict didn't become an issue—there was simply no reason for it. Reaching a new level of cooperation brought a point of shift and action plans evolved quickly.

Everyone in the "Mohonkville" future search was finally asked to join a project that reflected their own passion, and to set

forth action plans, beginning right here, right now, in "real time" to make a difference. Although many projects were proposed only those receiving support, meaning people were willing to bring them into reality, were selected. One could quickly see what was desired and needed by the stakeholders.

Our future search experience in a nutshell? Profound. It was clear the magic isn't in the markers, it's in the people." We understood at a new level that there's no need to continue "just getting ready to do something," that being in the conversation with everyone sharing the right to be heard, and reaching common ground to move forward, becomes truly transformational.

The value in attending the Future Search Workshop? We made new friends for Unity, created networking connections that will help us as we move forward with our future search—Unity in 2010: Co-Creating Our Future. Also, we gained training that will allow us to go out into the field to help ministries and regions do future search conferences to meet church, community and regional needs. A bargain by any standards.

I highly recommend you read *Future Search* by Marvin R. Weisbord and Sandra Janoff (Berrett-Koehler Publishers). The book explains the process in great detail.

Please call me if you want further information. Carl and Bets will be happy to talk with you also.

I am very excited about our upcoming conference and the opportunity to use this creative planning technology throughout the Unity movement.

Barbara O'Hearne can be reached by telephone: 816-531-3353; fax: 816-753-8200; or email: <ohearne@qni.com>.

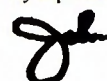
Future

Cont'd from page 2

through them. This is often done very successfully in the business, nonprofits and public sectors today, but I do not know of it being done in religion. Once again, Unity steps out in faith, to lead the way in spiritual matters in new and innovative ways.

What do we need from you?

First and foremost, we need your prayers. Hold the vision, have faith, trust the process, get enthusiastic about it. Second, if you or a member of your church is selected as a delegate begin to do your personal work to prepare by getting familiar with the process. Doing your personal prayer work and getting a vision for the future of our beloved movement. Finally, whether or not you are a delegate do come to the 1999 Conference, beginning May 31. The output from the Future Search Conference will be presented at the Conference and there will be a "call to action!" Action teams will be formed to begin the move into reality. We need supportive, committed ministers, licensed teachers, staff, youth and laypeople to get involved, get prayed up, get energized, and get going to co-create with God the Unity movement in the 21st Century. We need you. Our future will be determined by the vision and actions of you and me and all of us as we are inspired by Spirit!





Joann Landreth
Vice President of
Ministry Employment
& Expansion

Unity and Evangelism— Reaching Out To Our Extended Family

by Cynthia Vermillion-Foster

In the past 2 or 3 decades, church, and the place of church in our society, has changed dramatically. Church once played a much more central role in people's lives, and there was a very close relationship between church and society. Gradually, however, we have become more secularized. In the 1970's and 1980's this trend towards secularization ushered in a period which Loren Mead in his book *The Once and Future Church* calls the "Post-Christendom Era"—an era in which not only are church and state almost totally separated, but in which most people don't attend church. In short, we have become a society of the unchurched.

The percentage of unchurched people in American society today is approximately 65% (Rick Warren, *The Purpose Driven Church*). Figures like this might cause one to conclude that religion and God are no longer important to Americans. However, this does not appear to be the case. Research indicates that between 70 and 85% of the unchurched see religion as being important or very important to their lives. Furthermore, 40 to 60% of the unchurched report that they pray on either a daily or weekly basis. (George Hunter, *Church for the Unchurched*)

Such statistics suggest that people have not lost interest in God or spiritual matters—in fact, the rising number of books, movies, TV shows, etc. pertaining to spiritual matters provides evidence that people's interest in the spiritual is growing. However, people do seem to be looking for an approach to spiritual matters which differs from the presentation of most traditional churches. This indicates that there is great potential for growth in the Unity movement and for our individual churches, IF we reach out to the unchurched.

This can be a big IF, for it presents an interesting dilemma to many Unity people. A large number of Unity people come from the unchurched

population. They have rejected some of the traditional practices and values of traditional Christianity. In particular, many of us have a very negative view on evangelism.

Webster's Dictionary has two definitions for evangelism: "1) the winning or revival of personal commitments to Christ; 2) militant or crusading zeal." I believe it is the second definition that comes to mind when most of us hear the word evangelism. The first definition is stated in rather fundamental terms, but when translated into Unity language it might sound something like this: "facilitating the awakening of the inner Christ potential." Certainly, this is something that we are all working towards accomplishing in our ministries, but are we also extending this into the community? Are we inviting those outside the church community to take part in this transformative experience?

Certainly, I believe that most Unity churches want to reach out to others and have programs designed for this purpose. However, the success of such programs is often limited by unseen factors. Congregations often think of themselves as a family and see themselves as warm, supportive, loving, etc. This may indeed be true—at least among themselves. The question we need to consider, however, is: "Does this congregation extend that warmth, support, love to those who are not members of the family?"

Families are closed systems. They are exclusive. Membership in a family occurs through birth or marriage. A congregation which unwittingly adheres too strongly to the concept of family creates invisible barriers to church growth. Consequently, congregations need to be actively encouraged to reach out to those outside of their immediate church family. You might want to think of this as seeing nonmembers as extended family. Such a concept reflects Unity's belief in the oneness of all people and allows our people to evangelize in a nonthreatening, nonintrusive manner that is consistent with the basic teachings of Unity.

This extended family concept of evangelism begins at the church. It begins by greeting every
See EVANGELISM on page 16, col. 2

HEADQUARTERS

HIGHLIGHTS

Glenn Mosley, Ph.D.
President/CEO

Volume 8, Number 2
Fall 1998

John Strickland
Chair - Board of Trustees

Published by the Association of Unity Churches for our beloved contributors

LOOK What's Inside

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Promoted To Lt. Colonel

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Unity Costa Rica
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...

A Peek At Our New
Wall of Honor

The Future of Unity is in Your Hands

You can shape the future of the Unity movement! Just prior to our next annual convention (Memorial Day weekend, 1999), the Association is facilitating a new, exciting process of future planning called simply, a Future Search. What does this mean exactly? It means we will be inviting dozens of Unity congregants, ministers, laypeople and licensed teachers to a 2-day conference to discuss your dreams and vision for the future of the Unity movement.

The goal of the Future Search Conference is to create a shared vision for the Unity movement to be realized by the year 2010. Hence the title *Unity 2010: Co-Creating Our Future*.



The Association Marketing Department has sent all relevant and pertinent information on Future Search to your Unity Center. Even though only one person can be selected per

Unity Center (and not every Center will be represented), anyone can submit a self-nomination form for selection. Numerous self-nomination forms have already been received, but we need many more to ensure a rich diversity of participants. The future of Unity

shines within each of us. Join in creating our future together.

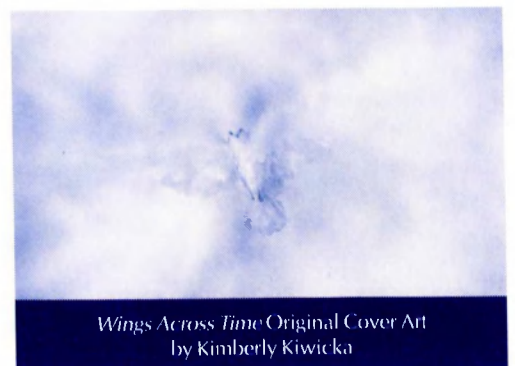
For more information regarding Future Search, contact Lisa Wittman, Director of Marketing at (816) 524-7414.

Spreading Our Wings Across Time

Do you have a special story to tell about your Unity ministry, about how it all began—the dream, the vision? Can you unearth interesting anecdotes or photos or living histories of the earliest days and members? Would you like to participate in a once-in-a-lifetime opportunity to record—for ALL time—a history of Unity ministries to date?

Then join us as we step out on faith to bring *Wings Across Time* to life. *Wings Across Time* is intended as a companion

See *Wings*, page 2



Wings Across Time Original Cover Art
by Kimberly Kiwicka



A Caring Creator Stone
from the new Wall of Honor
(See page 3)

Getting to Know John Strickland

New Association Chair of the Board John Strickland is a rarity for a lot of reasons, but in particular, because he grew up in the Unity movement. Describing his family as "the typical American dysfunctional family," John says Unity provided him with a positive spiritual environment during his youth, while academics and athletics helped him keep his sanity.

Keeping his sanity wasn't all that easy, as John's father left the family while John was still young, and his mother passed away while he was in high school. Treading through this adversity, John nevertheless managed to graduate from high school with honors, and to win a full college football scholarship. His pursuit of football left him plagued with injuries, however, and after suffering knee and shoulder injuries, John realized his football career was over. He dropped out of school. Depressed and feeling alone, John returned to the church of his childhood, Atlanta Unity Church. There, he says, he felt welcomed and nurtured, and eventually was healed of his depression and physical injuries. He then dedicated himself to becoming a Unity minister.



The Association's New Chair, John Strickland

John returned to college and earned a degree in mathematics, with minors in both philosophy and psychology. Straight from college, he entered Unity's ministerial program and was graduated and ordained by the age of 23. He has since served in ministries from one end of this country to the other, in California, Florida, New York and now Hawaii. In addition, John served for 12 years in administration at Unity School of Christianity, seven of

those as Director of Silent Unity.

It has always been John's belief that Unity helped him heal and have a wonderful life. "Serving as a Unity minister is an honor and a privilege," he says. "Serving as Chair of the Board of the Association is a joy. It's a lot of hard work, but it's a real opportunity to give something back to an organization that has been a blessing to me and millions of others around the world."

One particular joy occurred in August while John was lifting weights at his favorite gym, "Perfect Bodies Fitness Center" in Honolulu, Hawaii. He was paid a surprise visit by 1997 Miss Universe, Brook Mahealani Lee, a long-time workout buddy of John's. In honor of John's appointment as Chair of the Board, Ms. Lee brought a plate of sushi and a shining crown. As she crowned the grinning Chair, Brook pronounced him Revenator of the Universe! "For years," John explains, "Brook has referred to me as 'The Revenator.' I'm not exactly sure why, but I think it has to do with the intensity of my workouts. It's a combination of Reverend and Terminator." Enjoying the fun and fellowship of Brook, other staff members and well-wishers, John says, "Coming from Brook, this is high praise. Brook has never been shy about speaking her truth. That's one of the things we love

See Strickland, page 3

Wings Continued from cover

book to the beautiful and enduring *Unity-100 Years of Faith & Vision*. The new book will pay tribute to the ministries, ministers, licensed Unity teachers and congregants who have brought the Unity movement from its humble beginnings 110 years ago in Kansas City, to its present manifestation touching lives—changing lives!—around the globe. *Wings Across Time* will be printed in "scrapbook" or "landscape" format and will be hard bound in full color. It will leave its imprint on our Unity movement for the next 50-100 years!

Help us realize this dream by reserving your space now, whether you're a retired minister, active church or center, or an individual with poignant stories to tell of the ways Unity has blessed your life. Share your history, honor your growth, and stretch your wings into the vision that will guide you into the 21st century. Be a

part of this living history book! You may reserve space until December 31, 1998, and may take up to 10 months to pay. You'll have almost a year to plan out your entry and gather the stories, photos or press clippings to tell YOUR story. If you prefer, become a member of our 2000 x 200 Team—a growing group of visionaries donating \$200 or more to help in the publication of *Wings Across Time*.

Make a covenant with God to invest in tomorrow's history today. If you have any questions, Kim Shawd in the Development office is project coordinator for *Wings Across Time*. Please contact her for more details about this exciting chronicle of the blessings of Unity.

Kim Shawd may be reached at (816) 524-7414 ext. 350, or via e-mail at <Devpm@unity.org>.

Strickland Continued from page 2

about her. I am honored to be her friend."

With many goals and challenges still to come during John's year-long journey, he asks for your prayers of support. "My motivation is to serve God and people through Unity," he says, "and I am enthusiastic about doing so! *Mahalo nui loa* (thank you very much) and God bless you!"



Unity Chaplain Promoted to Lt. Colonel

In a ceremony held at Unity Village's Silent Unity Chapel on August 3, Army Chaplain Sonja C. Thompson was promoted to the rank of Lt. Colonel. Participating in the ceremony were Glenn Mosley, Association of Unity Churches President and CEO, and Vice President of Education Martha Mosley (also Sonja's Unity Ecclesiastical Endorser). Also in attendance was Sonja's family, as well as dozens of proud and loving friends.

Thompson began her career with Unity in 1978 at Silent Unity. She was ordained a Unity minister in 1982 and entered the US Army as a chaplain with the rank of Lieutenant. Soon after, she was promoted to Captain, then Major. Thompson



V.P. Martha Mosley, Lt. Col. Sonja Thompson, and President Glenn Mosley

is the only Unity minister serving as a chaplain in the military, and has attained a level of legendary success for her many achievements in the military. She has served the Army in South Carolina, Virginia and Texas, and is currently stationed in Heidelberg, Germany.

Among Lt. Col. Thompson's accomplishments was being named the first female chaplain of the 1st Cavalry Division in Fort Hood, Texas—a position

historically filled only by males. Thompson also was the driving force to get Unity accepted by the Armed Forces Chaplain Board, which traditionally has been represented by more traditional religions.

One vital component of Lt. Colonel Thompson's duty is to protect the ideals and religious beliefs of each individual within the diverse military population. Accommodation of so many religions is a daunting task.

Should a soldier inquire about Unity, Lt. Col. Thompson shares her approach, which she says they often find useful. "Soldiers want to be part of a positive lifestyle and Unity has a universal message that appeals to them. Also, they may not know

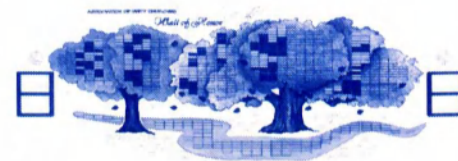
how to meditate, or may have never had occasion to. I teach them how to meditate." Thompson goes on to explain that out in the field, meditation and prayer play a large part in a soldier's life. "They take Daily Word out on maneuvers and read it before repelling, or before performance reviews or tests. It's all about prayer power!"

See Sonja, next column

Sonja Continued from last column

A second important aspect of Lt. Col. Thompson's duty is a less desirable but necessary one, in that she specializes in and trains military chaplains to help cope and counsel in cases of mass casualties. The hard realities of her job do not dissuade the Lt. Colonel however, saying, "Being in the field has been my greatest joy. Remember to keep all American soldiers in your prayers."

Lt. Colonel Thompson's plans include staying in the military for four more years, then returning to the States to start a healing ministry. Our congratulations and prayers go out to this talented and caring Unity minister.



The Wall of Honor

There is a growing awareness at the Association of Unity Churches of the many people whose lives have been touched by Unity. Embodied in the lovely and serene landscape of our Wall of Honor, names are emerging in stone and glass and parchment in tribute to loved ones, cherished memories, and to the future endowment of Unity and all it offers to a wondrous world. The mighty elms, flowing blue water and cobbled stones depicted in this permanent tribute, offer a tangible opportunity to memorialize life's greatest blessings—marriages, births, friends, parents. Won't you become a part of this landmark Wall of Honor? For more information contact Debbie Allen at (816) 524-7414 or via e-mail at <astdev@unity.org>.



Unity Costa Rica Sponsors Peace Event

More than 60 people and local organizations that serve peace and human understanding in Costa Rica were honored recently at an event sponsored by Unity Costa Rica. Called "Cultivating Peace," the April event coincided with the anniversary of the assassination of Martin Luther King Jr. and closed the World Season for Nonviolence.

According to Reverend Juan Enrique

Unity Ministers Rita Marie Johnson and Juan Enrique Toro



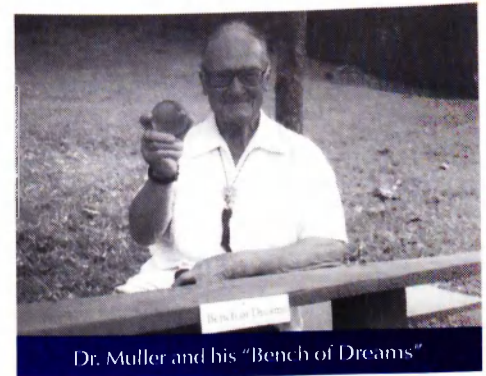
Toro, co-minister of Unity Costa Rica, nominations for names of local heroes for nonviolence were proposed by groups and individuals throughout the country. More than 250 guests attended the gathering of dedicated peacemakers, most of whom had never before been acknowledged for their work.

"Some people say human beings are merely playing at the idea of peace," said Toro. "I believe that the continued commitment to peace, as expressed by so many distinguished guests today, demonstrates our human readiness for it."

The celebration was further enhanced by eminent guest speakers Dr. Robert Muller, Chancellor of the University for Peace; Rodrigo Carazo, former President of Costa Rica; Gail Nystrom of the Humanitarian Foundation; and Arnaldo Brenes of the Arias Foundation for Peace and Human Progress.

Recalling the horrors of war in his youth, former Assistant Secretary General to the United Nations, Robert Muller states, "Through the years, I've discovered what one can do for peace if one truly believes in it."

A live, worldwide radio broadcast by Radio for Peace International preceded the celebration, spreading its message of hope even further. The Reverend Rita Marie



Dr. Muller and his "Bench of Dreams"

Johnson, Unity co-minister, introduced the radio broadcast saying, "What we are aiming for here is personal disarmament; the conscious disarming of our attack thoughts, words, and actions." Radio for Peace then interviewed ten of the celebrated heroes as they described the work they do on behalf of peace.

"The dream of personal and world peace will fly in on the wings of our willingness and steadfast conviction of its possibility," said Toro. In response to that conviction, community groups throughout Costa Rica are already requesting an expanded event for next year.

Editor: Aaron James

Contributing Writers:

Cary Herold, Aaron James,
John Strickland, Shay St. John,
Juan Enrique Toro

New Graphic Design & Layout: Aaron James

Any comments on our new design???

E-mail: dom@unity.org or call

Lisa Wittman - Director of Marketing
at (816) 524-7414

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Association of Unity Churches
P.O. Box 610 ~ Lee's Summit, MO ~ 64063
(816) 524-7414 FAX: (816) 525-4020

Financial Statement



As of August 31, 1998:

General Fund:

	August	Year to Date Actual
REVENUES		
Love Offerings	\$103,171.48	\$ 1,130,615.60
Other Income	9,232.16	94,927.13
Gross Profit from Sales	5,851.20	124,842.23
Total Revenue	118,254.84	1,350,384.96
EXPENDITURE	88,837.75	1,135,098.61
INCREASE (DECREASE) FROM OPERATION	29,417.09	215,286.35
NONOPERATING: INTERFUND TRANSFER		
Less: To Expansion (Tithing)	(10,276.76)	(111,685.49)
Less: To Development (Contributing Friends)	(1,274.50)	(16,198.94)
Less: To Building Operation Fund for utilities & R/M	(4,058.16)	(44,639.76)
Add: From STARlight Fund (50%)	6,823.78	33,607.70
Total Transfer	(8,785.64)	(138,916.49)
NET INCREASE (DECREASE) OF NET ASSETS	\$ 20,631.45	\$ 76,369.86

Development Fund

(/STARlight/Living Curriculum/Contributing Friends):

	August (Actual)	Year to Date (Actual)
REVENUES		
Love Offerings—Living Curriculum	\$ 2,707.89	\$ 48,036.98
Love Offerings—STARlight	13,770.92	67,462.11
Others	11,102.79	141,709.47
Total Revenue	\$ 27,581.60	\$ 257,208.56
EXPENDITURE	20,690.75	206,889.46
INCREASE (DECREASE) FROM OPERATION	\$6,890.85	\$ 50,319.10
NONOPERATING: INTERFUND TRANSFER		
Less: Transfer To Other Funds		
To Curriculum Fund (Reserve Fund)	(2,013.20)	(35,964.25)
To Int'l Ministry (Reserve Fund)	(3,411.89)	(16,803.85)
To General Fund (STARlight)	(6,823.78)	(33,607.70)
To Other Funds	(5,610.87)	(2,363.26)
From Contributing Friends (General Fund)	1,274.50	16,198.94
Total Transfer	\$(19,134.24)	\$ (104,938.00)
NET INCREASE (DECREASE) OF NET ASSETS:	\$ 12,243.39	\$ (54,618.90)

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



Debbie Ball
Conference
Coordinator

Together Through the Threshold of Tomorrow

Preparing for 2000 With Boldness & Genius

Join us as we walk hand in hand through the threshold into a new tomorrow at the 1999 Unity People's Convention.

Exciting keynote speakers:

- * Eric Allenbaugh—author of *Wake Up Calls: You Don't Have to Sleepwalk Through Your Life, Love or Career*
- * Margaret Wheatley—author of *A Simpler Way*
- * A Fillmore Night Out
with Charles R. Fillmore, Rosemary Fillmore Rhea, and Connie Fillmore

Many educational, informational and experiential seminars:

- * Relationships
- * Prosperity
- * Spirituality
- * Spanish Seminars
- * Music and the Arts
- * Church Growth
- * The Bible
- * New Technology

and many, many more along with the 1999 Expo!

There will also be opportunities for you to perform at the Fellowship Hour each evening from 9:30 to 10:30 Tuesday, Wednesday and Thursday. If you are interested, please let us know so we can put you down on the schedule.

The convention will be held **May 31 through June 5**, at the **Hyatt Regency Crown Center Hotel**, 2345 McGee in Kansas City, Missouri.

Room rates for the convention are \$97 for single/double occupancy and \$107 for triple/quadruple occupancy. The beautiful Hyatt Regency Hotel has a complimentary health club, all-weather pool and tennis courts. It is conveniently linked to Hallmark's Crown Center shops, restaurants and theaters and just minutes from the County Club Plaza, Westport and the River Market.

**Watch for the Registration Brochure
the first of January, 1999.**



Dan Stood Here; How About You?

by Kathleen Cole

Last January, when the *Love Notes* committee met to review the year's selections, we came across a poignant song called, *Dan Stood Here*. While almost all of the music we reviewed was exceptional and inspiring, this song about a man who tenderly ministered to the children of the church touched us like no other. The lyrics read:

The boys and girls in Sunday school
remember Mister Dan,
the nice old man who stood next to the door.
Every Sunday morning he would smile at the kids
as they entered class to learn about the Lord.
I heard the other day that Mister Dan had died.
A service has been scheduled to give thanks for
Daniel's life.
The church was packed with years and years of kids
from Sunday school
and many now have children of their own.
The pastor said, "I think we all know where Dan used
to stand

as he'd greet our kids with smiles and hellos."

And then the pastor read a plaque in memory of Dan
which now hangs on the wall where Mister Dan would
always stand,

and the plaque says. . .

Dan stood here forty years of Sunday mornings,
a ministry of smiling at the children of the church.

Dan stood here gently calling us to ask,
"Where do we stand in our service to the Lord?"

Many of you probably know someone in your church community much like Dan. Perhaps that person is even yourself. A few years ago, when I was involved with Unity Church of Truth in Spokane, there was a lovely woman named Vera who greeted the children each Sunday as they arrived for their classes. She was short—under five feet tall—and had an engaging smile and a warm hug for anyone, regardless of age. You could tell Vera really loved the children. More importantly, though,

Liner Notes



1. *Dan Stood Here* by Bryan Sirchio

This gentle story is perfect for use in commitment services and/or volunteer Sundays. For a mid-range voice with a folk song feel, this song would do well with guitar accompaniment or guitar/piano accompaniment.

2. *Pink and Purple Grays* by Lucille Olson

For anyone who has experienced the exceptional quality of Lucille's compositions, you will enjoy this touching choral arrangement. A four-part arrangement with sweeping piano accompaniment for use at Easter or memorial services.

3. *Rising Up* by Lucille Olson

A rousing choral arrangement by the multi-talented Lucille Olson. Perfect for Easter with a message of the possibility within each of us.

4. *Strength to Surrender* by Linda Webb-Khakaba

A powerful message describing the courage and strength it takes to let go and let God. A wonderful burning bowl song.

5. *Are You Ready to Shine* by Greg Akkerman

A nice rhythm and blues piece about inner transformation. Great with a three-piece ensemble, back-up singers and a bluesy vocalist.

6. *Love Connection* by Eileen Douglas

A beautiful song for those in recovery that encourages the listener to turn within and connect with the presence of God. Great for community services and services that speak to transformation.

Vera loved serving God in her own unique way.

"What, if anything," you might ask, "does all of this have to do with *Love Notes* and the music committee in general?" My response comes in the form of another question: "Where do you stand in your commitment to music ministry and the vision of Unity's music as we enter a new millennium?"

Are you willing to do your part? Specifically, are you committed to the *Love Notes* program which provides ministries with powerful and innovative contemporary New Thought music? In addition, are you willing to open your minds and hearts (and lend your support) to a national music directors' organization that will assist ministries in the enhancement of music within the worship service? If you feel a burning desire to expand and deepen the music ministry within your church and the music of the future—boy, do we have a plan for you!

Were you aware that for the past seventy-five years, the Youth of Unity have had an organized governing and educational system that meets annually as a way of keeping the youth programs innovative, vibrant and in alignment with Unity principles? In addition, were you aware that Unity ministers also have regional and national representatives who meet regularly to increase their knowledge and lend support to one another? Why is it, then, that the music departments of Unity churches have yet to establish such a support system?

Regardless of the cause, the music committee is dedicated to establishing a national music directors' organization that provides inspiration, training, support and, most importantly, new music for our Unity churches. And now, your part—the place where you take a stand and serve the future of Unity through your dedication to a new vision for Unity music.

1. You can help us find the right and perfect music director from your region by recommending a director you think would be an asset to this cause.

2. In addition, you can hold us in your daily prayers, seeing each and every region within the Unity collective with the right and perfect music representative.
3. You can see the vision of an organized music awareness and education program expanding into all areas of the Unity movement as a way to further empower the Unity message.
4. You can also subscribe to *Love Notes*. When you join this dynamic program, you will receive some of the finest music our movement has to offer. Join now. It needs your continued support.
5. Finally, the Association of Unity Churches will host a Future Search Conference May 28-30, 1999, with some 200 people from across the Unity spectrum. This will include people who are invested

in the music of Unity. Nominations were received in November from which participants were selected. Representatives will spend several days of defining and refining a shared vision of Unity in the new millennium. Your support and prayers for this shared visioning process are needed.

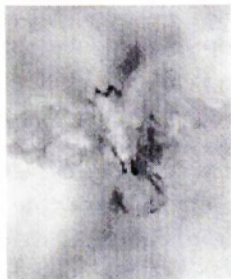
During the next year, I invite you to regularly reflect on the importance of music in your life and in your church. Ask yourself where you stand in relation to music and its power—and then take a stand. God bless you as you continue the work that is yours to do.

Kathleen Cole has been a Unity music director for the past twelve years and began the first regional music directors conference in her home state of Washington. Besides her work on the Love Notes committee and the new hymnal project, she is currently a first-year MEP candidate. You can reach Kathleen at Unity Village.



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Wings Across Time

Thank you for the many ways you bless the Unity movement. Your loving support makes a real difference in all we are able to do on both local and global levels.

Catch the vision of *Wings Across Time*—a precedent-setting publication that will provide a legacy of light to our present and future Unity families.

How can you make a real difference in the fulfillment of this dream?

- Join our growing 2000 X 200 Team. A group of 2000 individuals, ministries and businesses who donate \$200 or more to ensure publication of *Wings Across Time*.
- Order books for yourself and to use as gifts. Books will be available at the June 2000 Convention in Hawaii.
- Network to other visionaries in Unity.
- Encourage your church to reserve its space in *Wings*—and volunteer your talents and/or financial support.
- Share how Unity has blessed your life in 100 words or less.

The following churches and individuals have already said "YES" to making *Wings* a reality:

2000 X 200 Team:

Individuals:

Charles R. Ashman
Clare Austen
Joel and Kyra Baehr
K. Celeste Barrett
Lou and Marilyn Beck
June Bender
Thomas A Berg
Barbara Bergen
Olaf and Mary Jo Bjornstal
Juli Ann Boehm
LoVorn Bowe
Marion Bowie
Diane Carr
Chris and Jeri Chenoweth
Patricia Clegg
Melanie and Steve Coakley
Johnnie Coleman
Sharon Connors
Dorothy Cummings
John and Marleen Davis
Nancy Decandia
Barbara Decker
David Dolson
David and Alice Durksen
Patty and Eddy Edwards
Sue Edwards
Jimmie Evans
Mary Ann Finch
Linda and Jack Foreman
Roy and Jeri Fox
G. Norene Gaines
Helen Dade Galiardi
Frank and Martha Giudici
Argentina Glasgow
Roger and Barbara Goodwin
Gary Griffith
Judith and Kenneth Grimes
Matthew and Kathy Harwood
Hypatia Hasbrouck
Winifred Hausmann
R. Carl Hicks
Amanda and Bob Howard
Barbara Bissell Howell
Barbara Jeschke
Rick R. Johnson
Tim Johnson
Floy Kelly
Chuck Kepler
Sally Kinarthy
Carol Kniskern
Frank and Joyce Lagattuta
Nancy Leahy
Carol Lunde
Wayne and Janet Manning

Richard and Reggie Mantei
Patrick and Yvonne McAndrew
Diana McDaniel
Hal and Sonya Milton
Glenn Mosley
Marilyn Muchlbach
Barbara O'Heare
Carl Osier
Maxine and Bernie Owen
Audrey Peterson
Frank and Margaret Pounders
Peter Prato
Peter Prato (in memory of Jim Lewis)
Judith and Harry Purcell
Roy Rackley
Maggie Reed
Dr. Jim and Leona Remington
Doc and Judy Renner
Paul John Roach
Shay St. John
Shay St. John (in memory of Dukie Derrick)
Jennie Scigalski
Jimmie and Mary Scott
Al Sears
Chele, Chuck and Christine Seavacko
Alan R. Stanley
John and Brenda Strickland
Beth Ann Suggs
Florence Terry
Elizabeth Thompson-Stocks
Tom Thorpe
Jo-An Webb
Nancy and Bill Worth

Ministries/Businesses:

Detroit Unity Temple•Detroit, MI
Envision Ministry•West Palm Beach, FL
First Unity Church•Nashville, TN
Heart of Texas Retreat•Beaumont, TX
Nemeth and Associates
New World Unity•Burke, VA
Pathfinders Ministry•Lee's Summit, MO
Unity Christ Church•San Francisco, CA
Unity Ch of Christianity•Chesterland, OH
Unity Church of Christianity•Tulsa, OK
Unity Church of Fort Worth•Ft Worth, TX
Unity Ch of NE Tarrant Cnty•Grapevine, TX
Unity Church of Peoria•Peoria, IL
Unity-in-Marin•San Rafael, CA
Unity Church in Christ•Tallahassee, FL
Unity North Atlanta•Atlanta, GA
Unity Church of Beaumont•Beaumont, TX
Unity of Ventura County•Ventura, CA
Unity Way Church•Vista, CA
West Side Unity Church•Detroit, MI
Unity Christ Church•Bon Air, VA
Unity of Martin County•Stuart, FL
Unity Urban Ministerial School•Detroit, MI

Participants in *Wings Across Time*

Double Pages:

Unity Worldwide
Palm Desert, CA
Catherine Ponder, Minister
Christ Church Unity
Sacramento, CA
Philip & Dorothy Pierson, Ministers
Church of Today
San Diego, CA
Wendy Craig
Tampa Unity
Tampa, FL
M. Allen Moss, Minister
Unity Church of Hawaii
Honolulu, HI
John Strickland, Minister
Fox Valley Unity
Batavia, IL
Robert & Marcia McCartney, Ministers
Detroit Unity Temple
Detroit, MI
Argentina Glasgow
Unity Urban Ministerial School
Detroit, MI
Unity Temple on the Plaza
Kansas City, MO
Duke Tufty & Karen Bradley, Ministers
Unity Church of Charleston
Charleston, SC
Mary Ann Finch, Minister
First Church Unity
Nashville, TN
Jimmie Scott, Minister
Unity Church of Christianity
Abilene, TX
Floy Kelley, Minister
Unity Spiritual Center
Salt Lake City, UT
Mike Fotheringham, Minister
Unity of Tidewater
Virginia Beach, VA
Joyce Kramer, Minister
Great Lakes Region
Association of Unity Churches, Canada
Full Page:
Unity of Auburn
Auburn, CA
Ron Palumbo, Minister
Unity Center of Silicone Valley
Campbell, CA
Carol Lunde, Minister
Unity Community Church
Laguna Hills, CA
Margaret M. Mohit, Minister
Unity Christ Church
San Francisco, CA
Sharon Connors, Minister
Unity-in-Marin
San Rafael, CA
Richard Mantei, Minister
Unity Church of Santa Barbara
Santa Barbara, CA
Patty & Eddy Edwards, Ministers
Unity Way Church
Vista, CA
Charles Kepler, Minister
Unity Church for Creative Living
Jacksonville, FL
John & Marleen Davis, Ministers
First Unity Church
St. Petersburg, FL
Alan Rowbotham, Minister
Envision Ministry
West Palm Beach, FL
R. Scott Sherman, Minister
Unity Church of Savannah
Savannah, GA
Margee Grounds, Minister
Unity Church of N. Idaho
Couer d'Alene, ID
Marilyn Muchlbach, Minister

West Side Unity
Detroit, MI
Ruth Mosley, Minister
Unity Church of Christ
Teaneck, NJ
Mary Alice Brown, Minister
Unity Heart of Texas Retreat
Beaumont, TX
Roy Rackley
Unity Church of Beaumont
Beaumont, TX
Roy Rackley
Unity Church of Christianity
Dallas, TX
Frank & Margaret Pounders, Minister
Unity Church of NE Tarrant County
Grapevine, TX
Carol Ann Record
Unity Church of Christianity
Houston, TX
Howard Caesar, Sr Minister
Unity of Roanoke Valley
Roanoke, VA
Diane Scribner Clevenger, Minister
Unity in Madison
Madison, WI
Roger Goodman, Minister
Unity Church of the Bahamas
Unity en Dominicana
Santo Domingo, Dominican Republic
Southwest Region
MEP Class of 1992
Field Licensing Candidates
One-half Page:
Columbine Unity Church
Boulder, CO
Marjorie Carroll, Minister
Unity Church in the Rockies
Colorado Springs, CO
Lana Charlton, Minister
The Christ Way Community Church
Denver, CO
Analea Rawson, Minister
Unity on the Avenue
Denver, CO
R. Eugene Nichols, Minister
Unity Temple
Denver, CO
David J. Seibert & Scott Schell, Ministers
Mountain Light Unity
Evergreen, CO
Douglas Bottorff, Minister
High Country Unity Church
Highlands Ranch, CO
Doris Hoskins, Minister
Unity Temple of Truth
St. Petersburg, FL
Melvera Jean Hinton-Brown, Minister
Unity Church of Martin County
Stuart, FL
Amanda Howard, Minister
Unity Church of Maui
Maui, HI
Judith Grimes, Minister
Unity Center of Columbia
Columbia, MO
Clare Austen, Minister
Unity Church of Practical Christianity
St. Joseph, MO
Kimberly Giacometti
Unity Church of Ft. Worth
Ft Worth, TX
Paul John Roach, Minister
MEP Class of 1988
One-quarter Page:
Horizon Unity Church
Phoenix, AZ
Ruth Ann Bilkey, Minister
Unity of Bloomington
Bloomington, IN
David LeBeau, Minister
Unity in New York
New York City, NY
Unity Center for Cristian Healing
Kemah, TX
Diane Plamondon, Minister

Finance

Cont'd from page 4

18. Stretch beyond church's walls. Keep congregants excited about ways to serve. Use media resources and congregant connections to expand.
19. Connect with hospital chaplains, hospice, the Lion's Club and other groups to share your Dial-A-Prayer number and copies of *Daily Word*.
20. Join a local nonprofit fund-raising group: National Society for Fund Raising Executives (NSFRE), Council of Philanthropy, etc.
21. Plan and implement small groups that meet in congregants' homes. Begin with 6-8 week courses using a specific book. Train facilitators and enroll home host(ess) for meetings.
22. Nurture volunteers and donors in unique and innovative ways. Follow the "Rule of Sevens:" find seven different ways to say thank you.
23. Make fund raising relevant and vital to church's mission and vision.
24. Move beyond crisis management to "Christ Is" management. Use strategic planning and prayer teamwork with key leaders.
25. Care for the children. Have effective programs, well-trained teachers and quality curriculum. Provide nurturing space. Find ways for children to interact with the church family.
26. Use 10-20 minutes of board meetings to vision next steps for the ministry. Creatively identify potential funding sources and new donors.

These "seeds" are just seeds. Unless you plant them in the fertile soil of Truth and allow them to grow in the sunlight of understanding and the rains of acceptance, they will not benefit the loving work you do.

Evangelism

Cont'd from page 10

person who enters the church as a member of the family, and this is a responsibility of every church member. However, some members of the congregation will find this easier to do than others. Consequently, it is important to identify those members of your congregation who are outgoing and ask them to be sure to greet newcomers to the church.

It is also important to identify those invisible barriers which have been set up by your congregation and begin to break them down. The easiest way to do this is to find someone who is not a churchgoer and ask them to come to a service and share their experience with you. Some questions you might want to ask them about their experience are:

- How did they feel welcomed or not welcomed?
- Were there parts of the service that were confusing or hard to follow? (As ministers it is important to pay attention to our languaging. If we use Unity terminology without explaining its meaning we are leaving newcomers out in the cold.)
- Was it easy for them to figure out where things were?
- Did they have trouble parking? (One way to make newcomers feel truly welcomed is to have the choice parking spaces reserved for them, and ask your regular members to park further away.)

The extended family idea needs to move out into the community as well. Unity School Outreach recently conducted some research that revealed that Unity people often have concerns about sharing their experience with Unity with others because they are afraid of offending them or appearing pushy. However, 43 percent of those surveyed said that their first introduction to Unity was from a friend or family member. There's conflict here that needs to be resolved if we are to extend that goal to facilitate the awakening of the inner Christ potential to our communities. One way to encourage our devoted church members to evangelize might be to share this goal

with them and to enlist their support. If they can see sharing the Unity message as a way of blessing others reaching out to our extended family, it might be easier to talk about the Unity teachings with those close to them. Small groups can also be a wonderful way to bring new people into your ministry. If you have a small group ministry in your church, encourage people to invite non-Unity friends to their group. The small group setting is less intimidating than a church service. After attending a small group for awhile and being exposed to the Unity teachings and a few members of the congregation, people may feel more comfortable attending a church service. And even if they remain only in the small group, they will be growing in their awareness of God and the inner Christ presence.

Many Unity people remember their first experience with a Unity church as a coming home. There are many members of our family who have yet to come home. Let's reach out to our extended family, and find ways to welcome them into our church home where they can awaken to the inner Christ presence. Let's redefine the word evangelism so that it is no longer a negative connotation, but an invitation to share in the transformative experience of Unity.

Resources

Hunter, George G., *Church for the Unchurched*, Abingdon Press, Nashville, TN, 1996.

Klaas, Alan K., *In Search of the Unchurched*, The Alban Institute, Washington D.C., 1997.

Mead, Loren B., *The Once and Future Church: Reinventing the Congregation for a New Mission Frontier*, The Alban Institute, Washington, D.C., 1991.

Warren, Rick, *The Purpose Driven Church: Growth Without Compromising Your Message & Mission*, Zondervan Publishing House, Grand Rapids, MI, 1995.

President's Letter

Cont'd from page 3

in the near term, in the intermediate term (to 2010 C.E.), and in the long term, the next millennium.

To add to that above-stated goal, Thandi Mathibela, pictured at right would like to take the next step that what is "good" for the individual ultimately is "good" for the world and that both the individual and the world know it.

I close with a story of a newly ordained Rabbi who lived in a Jewish ghetto of Eastern Europe a hundred years ago. The learned community of Elder Rabbis determined his assignment; the Chief Rabbi told the young man: "You have this one task; you are to look among all boy

babies to see if the Messiah has come." After a year of vigilance, the junior



Glenn Mosley (left) with Thandi Mathibela of Johannesburg, Republic of South Africa.

teacher went to the chief elder and asked for a new assignment "...because looking for the Messiah is boring work." The elder man responded, "Look at it this way; you have steady work."

While our work is not boring, when we join with President Mandela, Thandi Mathibela (who speaks five of South Africa's eleven languages), our colleagues, friends, and co-workers in looking for the birth, and the rebirth of the Christ, whether in ourselves, an individual, a nation, or our world, we "... have steady work."

"Merry New Year and a Merry new "us"!"

Marketing

Cont'd from page 5

minded readers these churches seek, says Ruth Fatur.

For added emphasis on the description "Positive Churches," each ad includes a gentle background graphic over which the ten or so church names, addresses and phone numbers are listed. (Different churches may opt in or out from ad to ad.) Further proof of the cooperative spirit distinguishing this project is the simple statement at the bottom of each ad, "For more information, phone the center nearest you." No competition—just an invitation, and enough information to get visitors to the door.

Community Awareness

"As you may be able to tell," notes Leddy Hammock, Unity minister of Unity Church of Clearwater, "for now we're going for the effect of raising awareness of our numbers. This can be especially beneficial to the smaller churches who, when seen included with larger, better-known and more visible churches, take on the perception of belonging to that larger group. This adds to their credibility in the eyes of the communities they're in." In the future, Hammock says, she would like to see the ads address inclusivity. "For there are many people who, due to life-

style or perhaps their past experiences, do not feel comfortable in mainstream churches, and we want to offer them a place to find that missing religious community."

There are many considerations to partnering with other churches. One challenge can simply be the organization required to get input from many sources. Faxing or mailing ad copy back and forth for corrections or suggestions, collecting money, picking a graphic everyone can agree on, all can be time consuming. However, according to Ruth Fatur, "The process worked well for us because it takes a lot of time putting together a project like this one, and we didn't have to do any of the footwork." The payoff can be rewarding, too. "The real purpose here," states Pat Palmer, "is not to bring people to a specific church, but to become more visible in the eyes of the general public. We want people to realize we're here, and that there's a wonderful alternative to perhaps their old stereotype of what church means."

Working Together

Trust is another factor at work in uniting the thoughts and opinions of various persons working on a joint project. "We're

all pretty new at doing this together," says Palmer. "There has to be a high level of trust that we'll come up with wording that's comfortable to both Unity and Religious Science." Leddy Hammock agrees, stating, "We have purposely not gotten into doctrinal differences because that is not our goal." Rather, everyone agrees that the best result is the coming together of ministers for the purpose of encouraging and supporting each other and for the exchange of ideas.

This group of like-minded ministers believes that the effect of the ads will be cumulative, reaching the "unchurched and the disenchanted" as Pat Palmer describes their target audience. "The other ministers I've spoken with seem pleased to be doing things this way right now," offers Palmer, "and yet we're leaving each meeting open to decide, What should we do next?"

Cary Herold has been the Association of Unity Church serving as the Marketing Department Assistant for a year and a half.





Martha Mosley
Vice President
of Education

Employment for Licensed Teachers

Licensed Unity teachers will soon be getting a listing of ministries which qualify for licensed teacher leadership. The listing is extracted from *Minister's Letter* and interested licensed Unity teachers may apply. To qualify for this special listing, a ministry must have advertised in *Minister's Letter* twice (four months) and on our web site for four months. In addition, the ministry is to offer \$800, or less, per month salary for its leader, and have an average Sunday attendance of 30 or less.

It is intended that the licensed teacher accept, and remain, as the spiritual leader until one of the following options occurs:

- (1) if both the ministry and the teacher qualify for the Field Licensing Program and the teacher wants to apply, she/he may do so, with no guarantee of acceptance;
- (2) the teacher remains until she/he and the board/congregation decide they want to begin the search for a minister; or
- (3) the teacher leaves, voluntarily or otherwise.

As a spiritual leader, the licensed teacher is required to develop and maintain a working relation-

ship with a nearby Unity minister.

When a ministry is without a Unity minister, often a licensed teacher who lives in the immediate vicinity comes forward to temporarily fill the vacancy. The local licensed teacher who fills in for a viable ministry certainly performs a valuable service to the ministry and the Unity movement, and it is truly appreciated. However, when the work is in the local area of the licensed teacher, he or she has made a minimal commitment, and the church is expected to enter the process to acquire an ordained Unity minister. This scenario does not fit the criteria for revitalization.

The licensed teacher who seeks leadership through this new process takes on the commitment to revitalize a ministry that has demonstrated its inability to attract a minister. This is a major commitment which may be represented by moving his or her home, perhaps a great distance. It is a commitment to providing leadership in a unique setting. If, as a licensed Unity teacher, you feel called to this challenging work, **please contact Joann Landreth's office for further details.**

Peace Celebrations

Celebrate peace on earth! The World Peace Club suggests several dates for 1999 as opportunities to hold Peace on Earth Fairs. They are:

1/15	Martin Luther King's birthday (observed third Monday in January)	9/16	Int'l Day of Peace/Hear the Children (third Tuesday in September)
3/21	Int'l Day to End Racial Discrimination	10/1	International Day of Older Persons
4/7	World Health Day	10/16	World Food Day
4/22	Earth Day	10/24	United Nations Day
5/1	Law Day	10/25	Make A Difference Day (fourth Saturday in October)
5/15	International Day of Families	10/31	UNICEF Day
5/25	Prayer for Peace Memorial Day (last Monday in May)	11/20	Universal Children's Day
6/26	International Day Against Drug Abuse	12/1	World AIDS Day
8/9	Int'l Day for the World's Indigenous People	12/10	International Human Rights Day
		1/1/2000	One Day of Peace Day

For more information, contact World Peace Clubs, Box 1475, Hightstown, NJ 08520-1475 or email <info@PeaceClub.com>. Another peace-related internet site with other peace links is The People For Peace Project: <http://www.people4peace.com>

Off with the old, on with the new

Did you appreciate 1998? Did those 365 days offer you golden opportunities for glorious growth, or were they filled with more limitless lessons to be learned?

As we stand on the threshold of a brand new year, it is always the perfect time to pause, to review and to take stock of what has come before.

For me, 1998 was an "Off With the Old, and On With the New" kind of year. The "Off With the Old" was the completion of our "old" Licensed Unity Teacher Program, and the "On With the New" was—you guessed it—the beginning of our "new" Licensed Unity Teacher Leadership Program!

At this time last year, it was hard to perceive that a closure was in sight. Yet, we continued to trust and work with "the process" knowing that a gigantic gift awaited what had seemed for some, an insurmountable challenge.

Armed with many appropriate affirmations, 1998 unfolded into a great year. Much was accomplished, as prayerful positive words ironed out or glued together situations and time frames that had formerly seemed unobtainable.

In retrospect, this past year has been an unlimited year, which was heaped up and overflowing with a great deal of new beginnings. In January, it was a time for revising our old Licensed Unity Teachers Code of Ethics, and creating a new standard of ethics called Licensed Unity Teacher Covenant Code of Ethics.

It was the time for completing our old Licensed Unity Teachers Program by presenting two Skills Demonstration Seminars. Spring SDS invited 13 candidates to move forward on their spiritual paths and be pinned as Licensed Unity Teachers, while Summer SDS included licensure for 21 more teachers, which historically increased our ranks to over 1,000 licensed Unity teachers in our developing Unity movement!

It was a time to continue to work with over 400 licensed Unity teacher candidates, who are now in process and wish to serve in their ministries by completing our new Leadership Program.

Yes, 1998 was a great year! It was a time to appreciate and celebrate our licensed Unity teachers program, and be a part of our unlimited Unity history!

Now as we move forward to embrace a brand new year, my "Off With the Old" and "On With The New" motto is: "Let's Begin To Shine In 1999!"

What should you be sending us?

There has been some confusion with regards to the documentation that the Association requires for affiliated ministries and we would like to clarify this matter.

- Churches who are affiliated with the Association Expansion Program are required to provide us with copies of their monthly financial statements and steering committee minutes.
- Full status churches using the Association Group Tax Exemption Number are required to submit annual financial reports and all churches are required to send copies of their articles of incorporation and bylaws.
- We also appreciate information updating us as to what is taking place in your ministry.

If you have not been submitting the above documents, we ask that you begin doing so. This will fulfill Internal Revenue Service requirements for maintaining tax exempt status, as well as assist us in serving you better. Thank you for your cooperation. You are a blessing to us.



Dorothy Genske
Licensed Teacher
Coordinator

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Important Dates for:

1999

L & O

Midyear Meetings

Regional Education Services Consultants

Field Licensing Seminar Year 1 & 2

Skills Demonstration Seminar

Fund Raising Seminar

Pre-conference

Conference

L & O

Adults of Unity Conference

Licensed Teacher Postgraduate Week

Certified Spiritual Educators

Skills Demonstration Seminar

Y.O.U. Conference

Spiritual Board Leadership Forum

Unity's Day of Prayer

Executive Committee Meetings

Focus on Planned Giving

Skills Demonstration Seminar

January 18-21

January 19-27

February 15-21

March 7-13

April 2-9

April 24-30

May 27-31

May 31-June 5

June 7-10

June 12-18

June 27-July 2

July 23-26

July 23-30

August 1-7

August 25-29

September 9

September 7-12

October 9-15

November 12-19

Music Directors Network!

Many of you have requested how to get in touch with other music directors by email, phone or mail for information on music retreats, choir retreats, music used for themes & special events, etc. Two suggestions:

1. Post your interest or question on the Association of Unity Churches' web board on the "chat page" under the "Music" heading to network with others, or
2. Contact the Association for a listing of churches with names of music directors.

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