



# Cross Connection

a Texas Annual Conference publication  
an edition of The United Methodist Reporter

Label Area

Two Sections, Section A

076000 Volume 154

Number 28

November 16, 2007

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## Toys anyone?

**Avery and Brooke Meaders on a mission to save lives in Africa.**

**The Silsbee sisters are selling toys to raise money for the Nothing But Nets campaign.**

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## Institute of Interfaith Dialogue

**Lecture series focus on religious tolerance and understanding**

**By Donna Adair  
Director of Communications  
St. Paul United Methodist Church**

St. Paul's United Methodist Church in Houston, Texas presents Muhammed Cetin as the first speaker in the Pearson Lecture Series for Interfaith Understanding.

The president of the Institute of Interfaith Dialogue, Cetin will speak at 6 p.m. Sunday, November 18, in the church's Fondren Hall, 5501 Main at Binz/Bissonnet in the Museum District.

Cetin and other area Turkish residents established The Institute of Interfaith Dialogue (IID) soon after the 9/11 attacks to promote tolerance and understanding between diverse religious groups. The IID leaders are part of a loose-knit community of Muslims who are inspired by

the teachings of Fethullah Gulen, a Turkish educator and spiritual leader who teaches a moderate Islam that emphasizes love and respect for people of all faiths and reform through education.

It is a similar respect for people of all faiths that inspired Pat and Sonny Pearson to establish The Pearson Lecture Series for Interfaith Understanding.

"In 1989, Sonny was sent by his company to Saudi Arabia," recalled Pat Pearson. "Our minister gave him one task while over there: 'I want you to bring me back a prayer rug.'"

"Through an Arab engineer co-worker, Sonny was able to fulfill the mission, but upon being given the rug, he was told, 'You tell your minister that he

may have this prayer rug on one condition: that when he prays, he prays for all God's people, not just Christians.'"

"It is our hope," continued Pat, "that this lecture series will foster understanding and respect between and among the three faith traditions of Judaism, Christianity, and Islam and encourage an appreciation of our common faith heritage dating back to Abraham."

Under Cetin's leadership, the IID has sponsored interfaith Ramadan dinners, conferences, and cultural events in the United States and hosted American academic and religious leaders – including St. Paul's senior minister Dr. Jim Bankston – on cultural tours of Turkey.

A former visiting scholar in the University of Houston Religious Studies Department and the University of Texas at Austin Sociology Department, Cetin recently completed his Ph.D. studies in comparative religion at UH.

He also is the author and producer of DVD documentaries *Rumi and Universal Love*, *Tolerance and Dialogue*, and *The Adhan: Call to Prayer*.

The Pearson Lecture Series for Interfaith Understanding is made possible through an endowment with St. Paul's United Methodist Foundation of Houston.

Contact Donna Adair at 713-528-0527 for more information about the event.

## New church, new worship style



**Passionate worship in a theatre setting. New church start exhibits vision of the conference.**

Story on page 6

*Vibrant, growing  
congregations  
changing lives and  
reshaping futures for  
Jesus Christ*



The mission of the Texas Annual Conference is to equip congregations to make disciples of Jesus Christ for the transformation of the world to the glory of God.

The Cross Connection is the official publication of the Texas Annual Conference of The United Methodist Church.

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## Six year old heroine saves ten lives

By Rev. Dan Darby  
Pastor, First United Methodist Church, Silsbee

Avery Meaders, who just turned six, was inspired by the vision of saving lives in Africa through the Nothing But Nets anti-malaria campaign. So, she recruited her sister, Brooke, age 3, to help her.

The two girls went through their toys and stuffed animals and picked some out. They loaded them onto their wagon, rolled it out to the street, and set up shop. The first day yielded no results, but the next day, Saturday, neighbors began to stop by and ask what they were doing. When finding out about the Nothing But Nets program, they began to purchase the toys



**Avery (left) and Brooke Meaders show off their donations to the Nothing But Nets campaign. The children raised \$100 by selling their toys and personal donations.**

and make donations.

When they finished, they had collected \$97 to turn in to their church, First United Methodist in Silsbee, Texas.

But that wasn't good enough; Avery wanted to make it an even \$100. "Wait right here," she told her mom. Her mom thought she was going to ask her dad for the remaining three dollars, but Avery did not. Instead, she raided her tooth fairy money for \$3, and donated it to the cause.

Avery and Brooke's \$100 will buy ten bed nets which may save the lives of ten children plus their siblings who may be sleeping with

them. Their donations will be matched by the Bill and Melinda Gates Foundation which will save even more lives.

In addition, the youth at Silsbee FUMC have had a car wash and bake sales, raising over \$1000. The children's department has designed Nothing But Nets Christmas cards and sold them to the congregation raising another \$800 with sales still in progress.

At the upcoming *Christmas in the Big Thicket* community craft fair, the church will rent a booth, give out free bottled water and Nothing But Nets information brochures, and accept donations.

First UMC Silsbee has raised over \$7000 to date, and expectations are to exceed their goal of raising \$10,000 by Christmas Eve for Nothing But Nets.

For more information on the Nothing But Nets Campaign, visit the conference web site, [www.txcumc.org](http://www.txcumc.org) or call 713-521-9383.

## Renewal after brokenness

### Local church is rebuilt after damage caused by Hurricane Rita

By Thelma Jones  
Editor, Cross Connection

St. Paul UMC in Bridge City, Texas understands what it means to start over again; to begin building a church from the ground up.

The church has been a part of Bridge City since 1944. Two years ago, when Hurricane Rita

by Walgreens about buying the property. After many building committee meetings, the decision was made to sell the property and rebuild in a new location.

St. Paul UMC purchased a 10-acre field as the site for its new location. The church held a

**“For many years, this has been great grazing land for cattle. Soon the Lord will be feeding His flock on this very land.”**

**Tom Arnold**  
Member, St. Paul Bridge City

caused a great deal of destruction across Southeast Texas, St. Paul UMC suffered major damage like many other churches and businesses in the area.

Hurricane Rita destroyed the church's sanctuary and suddenly, the Family Life Center, the only undamaged building became the sanctuary as well as the place for all ministry related events.

#### Starting Over

The church was approached

service of blessing and dedication of the land.

“It was a beautiful day with a powerful wind, reminding us of God's Spirit of change and new direction for us and our church,” said Rev. David Green, senior pastor of the church.

Tom Arnold, an 88 year old member observed, “For many years, this has been great grazing land for cattle. Soon the Lord will be feeding his flock on this very land.”



**Rev. David Green and Rev. Anita Green proudly stand beside the sign that indicates the future home of St. Paul UMC in Bridge City Texas. The original structure was severely damaged during Hurricane Rita.**

Part of the service involved a prayer walk, designed by Diana Tally, the church's prayer chairperson for the stewardship campaign. At one of the six prayer locations along the walk, broken pieces of the stained glass from the old sanctuary were used as symbol of the brokenness the church experienced. In the new facility, there will be a new stained glass creation made from

the broken pieces of glass from the old sanctuary.

Often, out of the tragedy and brokenness come renewal and a stronger faith. God can turn a catastrophe into something victorious. “May we all allow God to use our brokenness for His glory,” says Rev. Anita Green, Associate Pastor of the church.

# Bishop Huie invites church to impact global health

By Linda Green  
United Methodist News Service

The president of the United Methodist Council of Bishops invited her episcopal colleagues and the church to step out of their comfort zones and make connections to impact global health.

Houston Bishop Janie R. Huie, in her November 5 president's address, invited the worldwide 11.5 million-member denomination to be bold and take risks in making disciples for Jesus Christ for the transformation of the world. She said the church has an unprecedented opportunity to bring together its resources and skills to bring about change in the lives of millions of people.

The keys to impacting global health, poverty, education and climate change are found in partnership and collaboration, described as "connexion" in Wesleyan terms, she said.

Acknowledging many partnerships already existing among annual conferences and church-wide agencies across regional and cultural lines, Huie described her vision of collaboration as "so expansive in scope and quality that it (is) like discovering a new world."

## The global health community

Huie shared her experiences attending global health-related meetings and consultations in

groups on their radar when developing partnerships. "I came away with the clear impression that most of these folks simply did not expect mainline Protestant churches to play a significant role in changing the world over the next few decades. How sad!" Huie said.

For Huie, the global health meetings have served as "an extraordinary learning time." One lesson: In spite of people's differences, "each person shares responsibility for correcting what is wrong and making the world a better place for all its children. Together we can make a difference for good."

## Areas of focus

Global health is one of four areas of focus developed by United Methodist leaders as a denominational agenda for the coming years. The church wants to promote global health by combating preventable diseases of poverty such as malaria, HIV/AIDS and tuberculosis. Other areas of focus are developing new leaders for the 21st century; extending the church's outreach by energetically starting new congregations and revitalizing existing ones; and ministering to the poor.

As part of the church's global health initiative, United

global challenges are larger than any one group can handle.

"Today, The United Methodist Church is being invited to explore partnership far greater in scope and capacity than we have entered in decades - maybe ever," Huie said. "We are standing at the threshold of incredible opportunity."

## Collaboration and partnership

Just as movement is part of the DNA of Methodism, so is collaboration and partnership, said Huie.

"Connection is a central feature of Methodist practice and is fundamental to our identity," she said. "Connexion describes both how Methodists were organized and theological relationships that defined our distinctiveness."

Huie invited the church to return to its roots and live out discipleship in connexion. For instance, early American Methodists partnered with groups like the American Bible Society and American Board of Commissioners for Foreign to spread the Methodist movement globally.

"Collaboration and partnerships build capacity ... (and) invite us to stretch our imaginations to discover new possibilities for living into the kingdom of God. More connections mean more life."

Huie listed United Methodist connections resulting from the church's involvement with the Nothing But Nets campaign, the United Nations Foundation and the Bill and Melinda Gates Foundation to eradicate malaria. "The United Methodist response to the Nets campaign has been nothing short of remarkable," she



**Bishop Janie Riggle Huie, president of the United Methodist Council of Bishops, challenges her peers and the denomination to take risks to improve the lives of people around the world.**

A UMNS photo by Linda Green

**"Today, the United Methodist Church is being invited to explore partnership far greater in scope and capacity than we have entered in decades - maybe ever. We are standing at the threshold of incredible opportunity."**

**Bishop Janie Riggle Huie**

behalf of The United Methodist Church. Also attending were heads of states, corporate executives, philanthropists, Nobel Prize winners and grassroots activists in poverty reduction, health care and education. Participation from the faith community was minimal, she said.

The global gatherings reflected the depth, scope and challenges faced by people across the world, with malaria as a chief economic concern.

Huie said efforts to combat malaria provide fertile ground for collaboration and partnership. However, most groups working on global health do not have faith

Methodists are working to raise awareness and understanding of global health issues, foster support and participation across the denomination for expanding health ministry, and significantly reduce illness and mortality from diseases of poverty.

Huie talked about how the secular world has responded to her descriptions of the global health work of The United Methodist Church, including its grassroots membership and delivery systems, hospitals, clinics, missions and schools, particularly in Africa. "I could see connections being made" and doors opening, she said, adding that

said.

## Shifting focus

With the 2008 General Conference only six months away, Huie recounted overhearing a delegate discussing the Nothing But Nets campaign against malaria and how an African child dies of the mosquito-borne disease every 30 seconds. The delegate said the church's top legislative body should focus on saving lives rather than fighting over cultural issues.

"We are in a new time," Huie said. "Some may want to continue to argue over personal holiness and leave aside social holiness. But, it is equally clear to me that the vast majority of United Methodists want to live the United Methodist way - loving God and loving their neighbor."

Huie said United Methodists want to make a difference for the kingdom of heaven. "Most folk are worn out with war - internally and externally. They want to make a difference in the lives of people at home and around the world," she said.

United Methodists are being invited into a partnership focusing on improving global health, beginning with eliminating malaria in this lifetime. The partnership with the Bill and Melinda Gates Foundation and the United Nations Foundation "is much

larger in scope and capacity than Nothing But Nets." The Nets campaign is limited to distributing insecticide-treated sleeping nets to people in Africa.

With a grant from the U.N. Foundation, The United Methodist Church is conducting a feasibility study to determine if enough support exists among annual conference leaders, health care institutions and other groups to engage in a major global health initiative encompassing the diseases of poverty: malaria, HIV/AIDS and tuberculosis.

The Gates Foundation is excited about the potential of The United Methodist Church in Africa, she said, because of its existing grassroots network to deliver health care, education, communication and technology to people in those countries.

"To be sure, The United Methodist Church will have to expand the capacity of our hospitals, community health providers, schools and communication technology and advocacy," she said. "New partnerships between annual conference, the agencies and national and local governments will need to emerge over time. Everyone will have an important role to play."

*\*Green is a United Methodist News Service writer based in Nashville, Tennessee.*

# Something to smile about

## Volunteers serve 900 at recent dental mission

By Eleanor L. Colvin  
Texas Annual Conference  
Director of Communications

Griselda Salazar was the first person to show up to receive dental care at the first Texas Mission of Mercy held in Houston.

Salazar arrived around 11 p.m. on Thursday, Nov. 1, for the event that started at 6 a.m. the next morning. She slept in the parking lot with her daughter, mother, two sisters and friends. All 10 of them were waiting for care when volunteers from the United Methodist community and dentists from across the state of Texas showed up the next morning.

"We were the first ones, but there were many more people coming," said Salazar who received three fillings. She'd endured tooth pain for more than a year, she said. "We want to thank everyone. It was a lot people that needed help, that couldn't afford it."

Her sister, Claudia Martinez, who shared the flier promoting the event with Salazar, echoed her sentiments.

"It was worth sleeping outside," Martinez said. "We'd do it again, if we had to."

Martinez volunteers at a Spring Branch elementary school, which is where she received the flier from the president of the Parent Teacher Association.

"She saw my teeth and gave it to me," said Martinez, who received fillings on two front teeth and a deep cleaning. Martinez's new smile is proof that she appreciates the value of the free dental care.

"You need your teeth for everything – to smile, to eat. When I went to the school, I always talked like this," she said while covering her mouth with one hand. "It feels better now that two holes are not there. I volunteer at school, so I have to be able to smile at kids."

Those two sisters weren't the only ones smiling November 2-3. Jon and Chastity Bobineaux received a deep cleaning and a filling on a wisdom tooth, respectively. Jon Bobineaux thought the

two dark spots on his back teeth were cavities. Volunteer dentists informed him that they were not cavities and suggested a deep cleaning. The Bonineauxs, like many working class citizens, can't afford dental care.

"We have medical insurance, but not dental," said Jon Bobineaux, who owns a pressure cleaning business. "The cost to add it, was cost prohibitive for us. We have dental for our two children, but not us. It was more important for them to have it."

"It's frustrating, because the way healthcare used to be is gone. So, you have to look out for your family the best way you can."

### Volunteer magic

The major underwriter for the 2007 Houston TMOM was The Methodist Hospital System, with support from the Houston Dental Society. The Texas Annual Conference Center for Missional Excellence and its Mercy Ministries Committee called local

churches into service with the Texas Dental Association Smiles Foundation.

Serving the community would have been impossible without the support of the 800 volunteers who signed up. Dedicated volunteers from the dental and church community enabled the operation to run smoothly.

"I had no idea how many dentists would be here. I've participated in these types of mission trips in Belize, where you have – it seems like thousands of patients – and three doctors," said Susan Silvus, title at St. Luke's UMC in Houston, who led a team of volunteers from her church. "This is really well done. It's amazing."

### Something to smile about

Since the first TMOM, held in Tyler in 2001, more than 9,000 Texans have been assisted with their dental health at a value of more than \$3 million. The average patient receives \$344 in charitable service at no cost.

A Texas Mission of Mercy is best described as a dental "MASH." The organizers turn the community center into a temporary dental clinic, with 30 dental chairs, x-ray machines and more. Common procedures include extractions, fillings and cleanings. Some people will require the removal of teeth due to disease, and many of these will receive prosthetic devices designed to restore their full smile.

TMOM has touched patients from all over the state of Texas, with events held in Tyler, El Paso, Dallas, Laredo and more.

"I really believe that helping someone restore a smile can help that person change their attitude, change their thoughts and change their perception of themselves for the future," said Rev. Mark Woodward of University UMC, who served as the TMOM community co-chair.



Left: Bishop Janice Riggle Huie is interviewed by TV reporters, while this little girl's mother receives care. The girl's family slept overnight in the parking lot to ensure they were treated at the event.

Right: A young patient receives care at the Texas Mission of Mercy.



**Top Left:** Securing distilled water for procedures was one of the many volunteer assignments that kept the entire TMOM running efficiently.

**Top Right:** A child practices his flossing skills while his parents wait for dental care.

**Bottom Left:** Lon Morris College students disassemble tents, like the one behind them, that were used to shelter waiting patients from the changing Houston weather.

**Bottom Right:** Hundreds of United Methodists and volunteer dental professionals joined forces to provide free dental care to over 900 patients on November 2-3.

# Churches and city host Fall Festival

## UM pastor plays instrumental role in bringing the faith community together

By Thelma Jones, Editor, Cross Connection

Several local churches in the city of Brookshire, Texas recently sponsored a Fall Festival – a free event for children and families in the community. It was held at the city convention center. “This is the first of what we hope will be an annual event,” said Rev. Brad Morgan, pastor of New Life Beginnings Church.

Communities host festivals all the time. That’s nothing new. What makes this particular festival new and exciting is that it ushers in a new spirit, one of a community working together.

“For a number of years, the Brookshire community has been very segregated as far as churches go,” says Rev. Dottie Dumas, senior pastor of Brookshire First UMC. “This is the first time black and white churches have joined together for a Fall Festival.”

Dumas is an active participant in the Brookshire-Pattison Ministerial Alliance, a faith-based organization.

“There seems to be a division with only a few pastors participating – all white with the exception of one black pastor,” she said of the Alliance. “From the beginning of my time here in Brookshire, I have had a heart to actively work for the integration of the Christian community . . . that doesn’t

mean I expect the churches to merge, of course, but I do hope we will all feel comfortable in each others’ churches. The first event FUMC Brookshire hosted was Vacation Bible School. We succeeded in the VBS being multi-racial and we were very excited.”

Joey Vaughn, the mayor of



**Fun and games.** Many games such as magnetic dart throwing and the cookie walk meant lots of fun for kids and adults.

Brookshire agrees with Dumas. He provided her with names and phone numbers of pastors of historically African American and Hispanic churches in the area. The mayor and Dumas have initiated a ‘visiting campaign’ of sorts with the churches, establishing lines of communication for the future.

The festival served as a catalyst that allowed the faith community to work and fellowship together. The city council covered the expenses incurred while using the convention center such

together of brothers and sisters in Christ for the betterment of the community and its children.”

The festival is not the first event that First UMC Brookshire has hosted for the community. The church held a special luncheon for the employees of the Royal Independent School District. School Board members, the Superintendent, faculty and staff were invited to the event. “When the community sees the church in a positive light, they may be more inclined to worship with us if they are looking for a church home,” says Dumas.

The vision of the Texas Annual Conference is, *vibrant growing congregations changing lives and reshaping futures for Jesus Christ.* There are seven core beliefs supporting the vision. Radical hospitality, faith-forming relationships and connective ministry are three of the seven core beliefs. First UMC Brookshire applies these beliefs successfully through the ministry of their church to their community.

as electricity, water, staffing, etc. Approximately 500 children and parents participated in the event.

Was there a positive outcome from this venture? Rev. Dumas thinks so. “Frankly I believe what is most positive and pleasing to the Lord is the working



**The face and body painting area was very popular.** Members of First UMC Brookshire and Bible Fellowship Baptist Church show off their artistic creativity.

# Core values spring forth at Dayspring UMC

By Eleanor L. Colvin  
Texas Annual Conference  
Director of Communications

It’s a brand new congregation. Yet, Dayspring UMC in Tyler has an obvious command of the Texas Annual Conference core values.

They passionately worship in a movie theatre. They are a testament to connective ministry, as they were born out of Marvin UMC in Tyler. And, the new church start already is sewing seeds of extravagant generosity back into the connection.

Dayspring UMC launched in October, with 261 people in attendance – including 211 in adult worship and 50 in the kids’ worship and nursery.

Four weeks later, the church donated 100 percent of its Sunday offering to support new church starts.

“We’ve been blessed by the conference and by our mother church,” said Rev. Jeff Olive, pastor of Dayspring UMC.



**Greeters offer a warm welcome to the worship service.** Since its inception, the church has held its worship services in a movie theatre.

need to turn around and do the same thing.

“One of the reasons, most of the people came to start this new church is that we all truly believed that starting new churches was the best way to reach people for Christ. If we believe that, then we have to be a part of starting new churches.”



**The congregation of Dayspring UMC have embraced Pastor’s Jeff Olive’s belief of growing spiritually by giving of yourself.**

“One of the things that I told our plant team from the beginning was that if we’re going to be recipients and beneficiaries of other people’s good gifts, we

The total offering for the day was \$3,700. A check for \$3,000 was submitted to the

Continued on page 8

# Marketing your church can pay big dividends

By Brant Mills  
Texas Annual Conference  
Web Content Manager

Good marketing is nothing more than successfully communicating your message and can be positive and have good results. There are many different reasons to market your church, whether it is to let people in your community know about a ministry that can help them with specific needs, to advertise a new sermon series, or simply to reaffirm that your church cares about the community surrounding it.

This article aims to open a dialogue that generates ideas and explores some efforts taking place in the annual conference.

## One message, three mediums

Chapelwood UMC in Houston recently used some of their existing advertising resources to promote a new sermon series. Communications Director Toby Dagenhart said they “knew a sermon series on enriching marriage would have mass appeal and how they use those [advertising] resources depends on the particular event.” This time, they took a 3-pronged approach to advertising and reinforced it with cross promotion. Chapelwood already devotes resources to regular print advertising in the Houston Chronicle and radio spots on Clear Channel’s 94.5 The Buzz.

For this series, they put up a website with all of the information that also directed people back to their church’s website and changed their existing advertising to focus their message toward marriage related commentary.

The last 5 seconds of the radio time was used to direct listeners to the website. Their print ads were also changed to promote the website, driving one message from three mediums. They had a good turnout resulting in a successful campaign.

All their advertising efforts have a specific graphical feel and a target audience.

“We tend to hit a smaller group of folks that have been related to Chapelwood... who have given their information in the past, so we know they care

about us,” Dagenhart said. “Our goal and number one objective is for our folks to know what is going on and to focus on the Kingdom.”

## Ideas for all

St. Paul’s UMC in Houston recently redesigned its website to better communicate with members and to improve external communication with potential church-goers.

They formed a committee to discuss their needs and went through several revisions of the concept.

some along with your news release. People are looking for community.”

Other ideas she offered included using electronic newsletters through e-mail for keeping the congregation informed.

“All they have to do is click ‘forward’ to invite someone else,” she said.

Adair also suggested building relationships with area churches and organizations and having a bulletin board in the church to promote other community events. She also emphasized using

you do or I do... And if we open our doors we can create a welcoming space and help people feel comfortable,” Ansley said. “Then we can really become an inclusive church.”

By making their facilities available to the community, they have had new members come in from a weekly square dancing group that uses their church for practice and from a neighborhood committee that meets in their church.

“It’s more than just a way of living – it’s also a process of ministry,” Ansley said.

recent health fair he helped Lovelady UMC host. They didn’t have a budget for it – but they used connective resources from within the community.

“We had more social capital than financial capital and worked with health care providers who did have those financial resources,” White said. “A church may perceive another church down the street as being competition, but in reality they are competing against the mall, or the [movie] theater.”

White responded to questions about branding by asking “What are we branding? That Jesus Christ is Lord and Savior. That we need to go make disciples. The gospel message – that’s our brand. Take a look at what Bishop [Janice Riggie] Huie is doing with the five practices [of faithful congregations] and core values. Radical Hospitality... Passionate worship... There’s a testament to your service.”

**Donna Adair**  
Communications Director,  
St. Paul UMC, Houston

## Dedicated United Methodists could be re-locating to your area and using Conference publications to find a new church home.

## “Every church isn’t called to be a mega church -- but every church is called to carry the love of Christ.”

“We got it updated and made it more intuitive for the user,” said Communications Director Donna Adair, who advised that the best thing one can do is to keep a web site maintained and have fresh content.

A consultant once advised them to play to their strengths and Adair offered some thoughts that any church, regardless of size and budget, can implement immediately.

“Every Church has something unique about it... each has its own identity and personality. They can find that one thing and promote it,” Adair said. “Ours is our school and our music. A little self examination of who you are goes a long way.”

Another idea she offered was to use seasonal plants in a garden or in the flower beds to show there is life there.

Adair continued: “Use local media publications, community newspapers, magazines. Send news releases of every event – everything you do. But meet [the people at the publication] first and make that connection. They are looking for content. Take pictures that show activity and send

the conference calendar, newsletter, website and Cross Connection to keep others informed. Dedicated United Methodists could be re-locating to your area and using Conference publications to find a new church home.

## Small church perspective

Rev. Rhett Ansley, pastor of Noonday UMC near Tyler, brings both a young pastor’s vision and a small church perspective to the table. While cautioning that the term “marketing” in itself can be loaded and mentioning that there’s an ongoing debate on whether the church should be run as a business, he suggests that some practices may be useful in promoting the church.

“Everything we do is marketing in one way or another,” he said.

Ansley also examined the Open Hearts, Open Minds, Open Doors campaign.

“If we open our minds to new ways of doing ministry and take part in training opportunities... If we open our hearts and realize that not everyone looks, thinks, speaks, acts and worships like

## Do what you do well

Irv White, Marketing Director for Windsor Village United Methodist Church said “First I’m going to quote Harry Beckwith from his book *Selling the Invisible*. Early on he says something like ‘the core of service marketing is the service itself.’ If a church is going to market themselves, they need to understand what they do and they need to do it well.”

Windsor Village focuses on community development, White said.

“Some of what I’m saying is paraphrased from my Pastor Kirbyjon Caldwell, but basically you need to look at where you’re planted. Identify a need and meet it,” White said. “You have to be socially aware of your community. The love of Christ can look different depending on where you are. Just because something works at another church doesn’t mean it will work for you.

“Every church isn’t called to be a mega church – but every church is called to carry the love of Christ.”

White also talked about a

**Irv White**  
Marketing Director  
Windsor Village UMC

## Continue the conversation

Toby Dagenhart of Chapelwood UMC also mentioned that one forum for generating and discussing ideas is the Houston Church Communications Coalition.

This is a quarterly meeting of church communicators from different denominations and backgrounds, to discuss what is and isn’t working and share ideas. The group is open to anyone. The website is <http://www.h3c.us/>.

If you have additional ideas, or are doing something different or simply want to offer insight, opinions or your experiences let us know. Also, be sure to contact us in the annual conference office of communications with your events and ideas.

Additional Resources are available at <http://www.txcumc.org/marketlinks>.



# Spotlight on Local Church Ministries

## Core values spring forth at Dayspring UMC

Continued from page 6

### Fellowship Opportunities

#### **Moody Memorial UMC Seaside Treasure Festival**

The ninth annual Seaside Treasure Festival will be on Saturday, November 17, 2007 from 9 a.m. – 4 p.m.

Join the fun at Moody Memorial First United Methodist Church, 53rd and Avenue U, two blocks off the seawall. Festival proceeds support mission and outreach work in the Galveston area. Admission is free. For more information, email [f@moody.org](mailto:f@moody.org) or call (409)744-4526, extension 783 and leave a message.

#### **Trinity East hosts Singin' Preachers Concert**

The Gleaners ministry of Trinity East UMC will host their annual *Singin' Preachers* concert on Sunday November 18, 2007, 4 p.m. Tickets are \$10 and will benefit Trinity East mission/outreach ministry.

The scheduled preachers who will minister through song are:

Rev. Carolyn "CeCe" Gordon  
Holy Trinity UMC  
Rev. Kenneth Green  
First UMC College Station  
Rev. Minnie Baxter  
Pleasantville UMC  
Rev. Derrick Watson  
Salem Baptist Church

For more information, contact Mamie Ewing @ 713-721-0511 or Edith Selgary 713-521-7220

#### **Candlelight Dinner**

Memorial Drive UMC Singles Ministry will host a Thanksgiving dinner Sunday, November 18, 6 p.m. in Wesley Hall.

Christian comedian, Bob Smiley will perform for the event. The cost is \$12 per person and childcare is free (by reservation only).

Memorial Drive UMC is located at 12955 Memorial Dr., Houston 77079. For more information, contact Sheri at 713/468-8356, ext. 119.

#### **Aldersgate UMC presents Holiday Play**

The Drama Ministry and

Chancel Choir of Aldersgate UMC presents "*The Christmas Shoes.*"

The event is scheduled for Friday & Saturday, December 7 & 8 at 7 p.m. A Sunday Matinee showing is scheduled for December 9 at 2 p.m.

The location of Aldersgate United Methodist Church is 13217 FM 1764, Santa Fe, Texas in the New Family Life Center. Admission is free. For more information contact the church office at 409-925-2552.

### Learning Opportunities

#### **"Loving Others to God" Seminar**

Rev. Royal Speidel of the General Board of Discipleship will present a series of seminars across the annual conference called "*Loving Others to God.*"

These seminars are designed for leaders in the church responsible for evangelism and outreach.

Participants can expect to have their own spiritual lives enriched as they learn how their relationship with God intersects with every other corner of their lives.

Meals and workshop materials will be provided by the Radical Hospitality and Evangelistic Ministries team. This workshop is being held at the following locations:

November 17, 2007 9:30 a.m. - 3:30 p.m., First UMC, Pasadena  
November 18, 2007 2-8 p.m.  
First UMC, Jacksonville

#### **The Miracle of Christmas**

The real miracle of Christmas happened in a manger in Bethlehem long ago. Through a little baby born in a lowly stable, God's will, ideas, intentions, word, purpose and love became flesh and blood and lived among us, full of grace and truth.

Join Atascocita UMC in a four week Advent study presented by Dr. James W. Moore at Atascocita UMC, Monday, November 26 through December 17. For additional information, contact the church office, 281-852-1000.

annual conference. The remaining \$700 was donated to an organization that plants new churches in the inner city. Why support an organization devoted to the inner city, when Tyler is

levels.

"One of the amazing things we've learned is that you can't grow spiritually, you can't grow numerically – I don't think you can grow in any way – if you

knowing that would happen. But there it was: We give selves away and God provides.

"If we keep everything for ourselves, we've failed, and we will continue to fail. So many



**It's just like being at the movies! The children enjoy church school in the setting of a movie theatre.**

not considered metropolitan?

"The truth of the matter is, you grow where you're planted. We're not in the metropolitan area, but we do recognize that the vast majority of the world's populations are city dwellers," Olive said. "If we're going to be effective in reaching the vast majority of the world, we have to be intentional about planting churches in cities. It's vitally important."

Another thing that's vitally important is generosity on all

don't give yourself away," Olive said. "It's just as Jesus taught: In order to save your life, you have to give it up. We believe that. So, we decided to give ourselves away."

And, it didn't take long for God to acknowledge Dayspring's sacrifice.

"We went to a district conference that afternoon. An offering was taken and the district superintendent announced that the money would go to Dayspring," Olive said. "We had no way of

churches wonder why they're not making it. I think they're not making it because they're not giving themselves away."

Giving clearly is a cornerstone of the Dayspring UMC ministries. Passionate worship, connectional ministry and extravagant generosity are alive and well at Dayspring UMC.

*For more information on the ministries of Dayspring UMC, visit [www.dayspringumc.com](http://www.dayspringumc.com).*



**The congregation of Dayspring UMC celebrate passionate worship during Sunday service.**