

HEADWATERS

News for Upper Susquehanna Synod Leaders

January 26, 2011



God's work. Our hands.

Upper Susquehanna Synod, ELCA, PO Box 36, Lewisburg, PA 17837

NEWS BRIEFS

New IRS Mileage Rates for 2011: On December 3, 2010, the Internal Revenue Service issued the 2011 optional standard mileage rate upon which supply preachers and some pastors are reimbursed for "business miles" incurred in service. The new rate, beginning January 1, 2011, is \$.51 per mile. The rate is based on an annual study of the fixed and variable costs of operating an automobile. The synod's supply preaching compensation rate has not been changed for 2011: \$100 for one service, \$125 for two services, and \$140 for three or more services. (In a multiple-point parish, the grand total is equally shared among the congregations.)

Living Lutheran Up and Running: Living Lutheran is a new electronic resource for ELCA members to communicate with each other. A variety of ideas and topics are covered by the bloggers and other contributors to the site. See what Living Lutheran is all about by clicking: <http://www.livinglutheran.com/>

Board of Pensions Offers 2% Discount in 2011: The ELCA Board of Pensions is offering us the opportunity to earn a 2% discount on ELCA health contributions again in 2011. As in 2010, each congregation and organization in our synod will receive a 2% discount on health contributions if 65% of our eligible ELCA-primary plan members complete the confidential Mayo Clinic Health Assessment January 1 - April 30. If you have ELCA-primary health coverage, this savings depends on you. Take the 2011 Mayo Clinic Health Assessment on the EmbodyHealth web portal at www.elcaforwellness.org January 1 - April 30. We'll be one person closer to 65% participation, and you'll earn \$150 in your personal wellness account to offset out-of-pocket medical costs. *Remember: The online health assessment must be taken every year to count toward the synod's 65% participation goal!*

2012 National Youth Gathering Returns to New Orleans: Heidi Hagstrom, Director for ELCA Youth Gathering, has announced the following: *We're pleased to announce that the ELCA Youth Gathering is returning to New Orleans in 2012. In 2009, ELCA youth went to New Orleans as guests. We return in 2012 as friends and citizens with the saints. The theme, Citizens with the Saints, comes directly from the text around which the ELCA Youth Gathering is being shaped: Ephesians 2:14-20. That is the assigned second reading for Sunday, July 22, 2012, the final day of the Youth Gathering. I invite you to look at the core values and prayerfully consider how the ELCA Youth Gathering might contribute to your ministry with young people, as well as how your young people might contribute to the church's mission in New Orleans. But the destination, New Orleans, is not the ultimate focus. We are shaping a service learning experience that will affirm young people's welcome into God's story through baptism, will help them draw closer to God by engaging in intentional faith practices, will train them to bear witness to Jesus' activity for the sake of the world, and will arouse in them their vocational call to "serve all people, following the example of Jesus" (ELW pg. 236).*

The journey of discipleship that is the ELCA Youth Gathering starts a year before teenagers come together in New Orleans. We will offer a series of trainings to equip adult leaders to be with young people in ways that lead to the outcomes for which we are planning and praying. You can download and print the poster at <http://www.elca.org/growing-in-faith/ministry/youth-ministry/youth-gathering/downloads.aspx>, or request one from us by writing to gathering@elca.org. Every ELCA congregation will receive two posters.

A Project Connect Invitation to young people ages 18-30: It's time to register for the Annual Gathering of Pre-Seminary Students, this year it is February 11-13 at the Lutheran Seminary at Gettysburg. There is NO fee and reasonable travel expenses can be reimbursed if requested. This event is open to 40 young adults ages 18-30 who live or go to school in Regions 7, 8 and 9. More information and a registration form is available on the www.projectconnect.org website or by calling the office at 603-539-7257.

PA Dept. of State "Decennial Report" Form Alternative to Payment of \$70: Several USS congregations have received the "Decennial Report of Continued Existence" from the Pennsylvania Department of State. The Decennial Report is used by the Commonwealth to control the exclusive use of names by organizations operating in the state. Filing the "Decennial Report of Continued Existence" in 2011 will continue the exclusive use of the name by your congregation. This would also require a payment of \$70 to the Commonwealth of Pennsylvania. Another way to accomplish the same goal at no cost is to complete and file an "Annual Statement - Nonprofit Corporation" with the Pennsylvania Department of State on or before April 30th. Filing of the Annual Statement will negate the need to file the Decennial Report. The Annual Statement, with instruction, can be found at this link on the Lower Susquehanna Synod website: http://www.lss-elca.org/Finances/Annual_Statement_Nonprofit.pdf. You may contact Andrea Bashore, Administrative Assistant to the Bishop, at 570-524-9778 or andrea@uss-elca.org if you have questions.

Pews and Pipe Organ Available: The new owners of the former Holy Spirit, Turbotville, building have 21 pews and a pipe organ that they have no need for. They want to give these items good new homes. If interested, call James Calabro at 570-490-9972.

Lilly Endowment Announces 2011 National Clergy Renewal Program: Lilly Endowment, an Indianapolis-based, private philanthropic foundation, seeks to strengthen Christian congregations by providing an opportunity for pastors to step away briefly from the persistent obligations of daily parish life and to engage in a period of renewal and reflection. Renewal periods are not vacations, but times for intentional exploration and reflection, for drinking again from God's life-giving waters, for regaining enthusiasm and creativity for ministry.

In the 2011 National Clergy Renewal Program, the Endowment anticipates awarding as many as 150 grants of up to \$50,000 each directly to Christian congregations for the support of a renewal program for their pastor. Up to \$15,000 of the grant may be used for congregational expenses associated with the renewal program. Deadline for submission of proposals is May 12, 2011. Notification of grant awards will be made in September 2011. For more details and application forms, go to <http://www.clergyrenewal.org/>.

MILESTONES

At their November meeting, Synod Council granted retirement status to **Pastor Stanley L. Bower** and **Pastor Raymond Forsythe**.

Pastors Kris and Vickie Brown were called as pastors of First, Mifflinburg, beginning January 15, 2011. Kris served most recently as pastor of St. Paul, Hametown, PA, in the Lower Susquehanna Synod. Vickie served most recently as the Associate Director of Admissions and Coordinator of Spiritual Formation at the Lutheran Theological Seminary at Gettysburg. The service of installation will take place at First on Sunday, February 13, at 4:30 PM. Clergy are invited to vest and process. The color of the day is green.

Pastor James Rill will take over interim ministry duties from **Pastor James Park Bricker** at Evangelical, Reedsville, effective February 1, 2011.

On Tuesday, November 23, at 8:00 p.m., **Pastor Maurice ("Chip")** and **Annette Frontz** (Messiah, S. Williamsport) welcomed the birth of their son, **Matthew Gideon**, born weighing 6 pounds, 9 ounces. At 8:19 p.m., Matthew's twin sister, **Mary Beatrice ("Molly")** was born, weighing 7 pounds, 7 ounces. Both babies are thriving, and Annette continues the journey of recovery from postpartum cardiomyopathy at home.

Andrea Bashore began her work in mid-December (2010) as administrative assistant to the Bishop in the synod office. Her prior experiences include historic site administration, small business proprietor, and a variety of office support services. Andrea is a member of Christ, Lewisburg. Welcome!

Pastor Detlef Huckfeldt (St. Michael, Cogan Station) is now serving as the interim pastor of the Northern Tier Cooperative.

MORE MILESTONES

With thanks to God for their ministry, we celebrate with these children of God their anniversary of ordination in February (note: anniversary years listed are for multiples of five only):

10 years - **Pastor Detlef Huckfeldt** (2/11/2001)
(St. Michael, Cogan Station)

20 years - **Pastor John Yost** (2/9/1991)
(Christ's United, Millmont)



With Christian Sympathy

The Rev. Ronald R. Mulberger, a retired pastor of the Upper Susquehanna Synod, died on Thursday, January 13, 2011. He was born September 8, 1942, in Williamsport, PA. He was married to Carolyn V. Perry, who died March 2, 1984. Pastor Mulberger graduated from Williamsport High School, Lycoming College, and Waterloo Lutheran Seminary, Ontario, Canada. He did post-graduate work at The Lutheran Theological Seminary at Gettysburg. He served as pastor at Our Savior Lutheran Church, Baltimore, Maryland; Christ Lutheran Church, Harrisburg; St. John Lutheran Church, Jim Thorpe; Buffalo Lutheran Parish, Lewisburg, and as pastor and developer at St. Augustine Mission Congregation, Philadelphia. Funeral services were held on Saturday, January 15 at 11:00 a.m. at St. Luke Lutheran Church, 1400 N. Market Street, Williamsport.

Things to Do NOW!

It's the beginning of a new year and the end of the synod's fiscal year this month. Here are some items that need to be done:

- ✓ Submit your congregation's **"Statement of Intent for 2011"** to USS. It is past due and is vital in the synod budget process which is beginning.
- ✓ Submit names of new or continuing congregational leaders to USS on **"Congregational Leaders Form"**; hard copies were mailed. <http://www.uss-elca.org/home/forms>.
- ✓ If appropriate, submit a **"2011 Change of Salary"** form to the ELCA Board of Pensions: <https://www.elcabop.org/Home/Forms/Online/ChangeOfSalary.aspx>.
- ✓ Rostered leaders complete and send a **confidential report to the synod bishop**; hard copies were mailed. <http://tiny.cc/bishopsreport>. Email completed reports to bishop@uss-elca.org.
- ✓ Complete (or delegate!) your congregation's **parochial report** to ELCA Churchwide office: hard copies were mailed; <http://tiny.cc/parochialreport>.
- ✓ Take the on-line health exam for the BOP, even if you've done it before. Read the article earlier in this edition. The link is: www.elcaforwellness.org

"Hand-in-Hand": Congregation-to-Parish Partnership Orientation

How does a Central Pennsylvania Lutheran congregation befriend a parish of African Lutherans on the other side of the world? Come and hear! Members of the synod's Liberia Companion Synod Committee will share their insights with those considering beginning congregational partner relationships with Liberian parishes. Hear about what you might expect from friendships with Liberians, and what you might share and gain from such relationships. Share your ideas with others, too! All meetings are open to participants from other congregations. For more information, please contact Beth Ann Stone at bethann@uss-elca.org.

- Mon., January 31, 7 p.m., Himmel's, Rebuck (Covered Bridge Rd)
- Wed., February 9, 7 p.m., St. Matthew, Bloomsburg (123 N. Market St)
- Thu, February 17, 7 p.m., Trinity, McAlisterville (420 Main St)
- Thu. February 24, 7 p.m., Faith, Lewisburg (2349 Old Turnpike Rd)
- Thu. March 3, 7 p.m., Sharon, Selinsgrove (120 S. Market St)
- Still to be scheduled...West Branch Conference location

UPCOMING EVENTS & CONTINUING ED

First Week of February

World Inter-faith Harmony Week: In 2010, the idea for a World Interfaith Harmony Week was adopted unanimously as a UN Observance Event, an event to include people of all beliefs. In partnership with the ELCA Ecumenical and Inter-Religious Relations, we encourage you to learn more about the World Interfaith Harmony Week. This week is a call for all religions to unite around the basic principles that people of all beliefs agree upon, and to understand that harmony can only come if we build upon a solid foundation of dialogue that has "love of God and love of the neighbor" at its core principle for engagement. Events will take place the first week of February. For more information:

<http://worldinterfaithharmonyweek.com/newspost/un-creates-annual-world-interfaith-harmony-week/> OR <http://www.elca.org/Who-We-Are/Our-Three-Expressions/Churchwide-Organization/Ecumenical-and-Inter-Religious-Relations.aspx>

February 18-19, 2011

"Come to the Water": Ecumenical Catechumenal Process Training Event: The catechumenal process is a journey of faith formation for those new (and not so new) to Christianity. It goes beyond the traditional study of "what Christians believe" and incorporates worship, prayer, small groups, reflective Bible reading, sponsors, and ministry in daily life into a process that changes lives and makes disciples. This process not only transforms lives, but it can transform congregations as well. Speakers for the event, held at St. Andrew Lutheran Church, Vancouver, Washington, are Bishop Rob Hofstad, Southwest Washington Synod of the ELCA and Ann McElligott, Episcopalian and author of *The Catechumenal Process: Adult Initiation and Formation for Christian Life and Ministry*. Other leadership will be provided by pastors and lay leaders from the Episcopal Diocese of Oregon and the Oregon and Southwest Washington Synods of the ELCA. This training event is recommended for congregation teams of two or more and will provide participants with the background and resources they need to begin a catechumenal process in their congregation. The cost hasn't been set, but will be around \$30/person and will include some meals. For more information on the training event, contact Pastor Martha Maier, maierm@comcast.net or 360-892-7160. For more on the catechumenate, visit www.catechumenate.org.

February 21-25, 2011

Fellowship of Recovering Lutheran Clergy (FRLC): FRLC will gather in Las Vegas, Nevada, for their annual retreat. Lutheran clergy, both ELCA and LCMS who are currently active in recovery from alcoholism or

addictions, or who are interested in being in recovery are welcome to attend. The retreat is offered as continuing education and will feature daily devotions, 12-step recovery meetings, and informal workshops on addition as well as opportunities for fellowship, worship, and activities. To register and for more information, go to www.FRLC.org.

February 25, 2011

BOP Consultations: Health Assessment and/or BOP Benefits: Barb Debski, a Regional Representative from the ELCA Board of Pensions, will be visiting our synod from 10 - 4 at the synod office. Barb will take advance appointments for anyone who wants to assure a time to discuss their BOP Retirement Benefits, or for help with taking the online health assessment. Appointments with Barb may be scheduled by calling Andrea Bashore at the synod office (570-524-9778; andrea@uss-elca.org). Shirley Heasley will also be serving as "parish nurse" for this day. She will offer health screenings, including blood pressure, blood sugar, and BMI screenings. And she will have some freebies from Evangelical Hospital!

February 26, 2011

Church Treasurers BOP Workshop: Barb Debski, a Regional Representative from the ELCA Board of Pensions, will be visiting our synod to lead a Church Treasurers and Administrators Workshop at 9:00 a.m. at Holy Spirit, Turbotville. The workshop covers forms, calculators for budgeting, and understanding your BOP bill, as well as the following:

- How to sponsor employees in ELCA benefits
- Helping employees elect the right health coverage
- Paying your monthly benefits bill
- Notify BOP of salary changes or employment status changes
- Helping employees benefit from a flexible spending account
- Words to know
- Eligibility requirements
- Housing and Social Security tax allowances
- Sponsored couples

March 4, 2011

World Day of Prayer: World Day of Prayer (WDP) is a worldwide ecumenical movement of Christian women of many faith traditions who gather to observe a common day of prayer. If you have not participated in WDP in the past, you can find resources at this site: <http://www.wdpusa.org/about.html>. Your worship

experience can be enhanced by the many related resources created by the women of Chile. In addition to the 2011 worship bulletin, you can order a leader/planner guide, a children's service, Spanish resources, slides, posters, postcards, and music. More information: <http://www.wdpusa.org/>



March 25-28, 2011
Ecumenical Advocacy Days:
"Give her a share in the fruit of her hands, and let her works praise her in the city gates." - Proverbs 31. Speaking of women's issues, this year's annual advocacy conference will focus on development, security

and economic justice issues with a particular focus on those most affected - women, girls, and families. Join Lutherans and other faith-based advocates from across the U.S. in Washington D.C., March 25-28, to be inspired and equipped to speak boldly. Experts will train participants on policy issues and advocacy, culminating on Monday, March 28, with lobby visits on Capitol Hill. As women and men of faith, we can be a formidable force for change in the treatment of women around the world and, as Proverbs teaches, for the recognition of their vital contributions to social, religious and family life. Lutheran activities are being planned now. If you are in need of a scholarship, please send your contact information and the reason for the scholarship to Jodi Deike at jodi.deike@elca.org. For questions, contact Jodi at 202-626-7947. Registration is now open:

<https://co.clickandpledge.com/advanced/default.aspx?wid=32582>

March 31- April 2, 2011

Music That Makes Community: Music That Makes Community is proud to hold its first event at a Lutheran congregation at [St. Luke's Lutheran Church, Park Ridge \(Chicago\), IL, March 31 - April 2, 2011](#). Now is the time to plan your budget and put this event on your calendar. ELCA Associate Director for Worship, Scott Weidler, is one of the team of presenters for Music that Makes Community, a three-day conference dedicated to exploring a style of singing that transforms worship and more deeply forms Christian community. Sponsored by All Saints Company, San Francisco, these conferences are perfect for anyone -- pastors, lay leaders, choir directors, Sunday school teachers, organists, and more -- who seek to find ways of engaging an assembly in song in a truly authentic way. What is experienced and taught at these conferences is an incredible balance with the use of *Evangelical Lutheran Worship* or other print/projected worship resources. Community is truly developed at the conference, and is something that can change congregations in a powerful way. Check out www.allsaintscompany.org for more information.

March 31, 2011

BOP ReFirement Seminar

June 24-25, 2011

Pre-Retirement Seminar

Two events will be held in 2011 for ELCA Board of Pension participants anticipating retirement. The one day ReFirement seminar (March 31) will help you identify your core values and think about how you're going to live in retirement. The ReFirement Seminar is for ELCA plan members age 50 and over and their financial partners who plan to attend a Pre-retirement seminar in the next year. (Participants should attend this seminar two months to a year before the Preretirement seminar.) The event will take place from 9:00 AM to 3:00 PM at a location TBA (personal invitations will be sent to eligible participants shortly.)

The cost is \$50 per couple, or \$35 per individual, and includes all materials and lunch. [Note: This event will also be held in the Lower Susquehanna Synod on Thursday, Feb. 10, Trindle Spring Lutheran Church, Mechanicsburg. Contact the Rev. Virginia J. Cover, vcover@lss-elca.org, (717) 652-1852, ext.102, for information.]

The two-day Pre-retirement seminar (June 24-25) will demonstrate how financial decisions can help you achieve your retirement dreams. This event will take place from noon on Friday (please eat lunch prior or bring with you) until 8:15 PM, and again on Saturday from 8:00 AM to Noon. Cost and location are to be determined. (Personal invitations will be sent shortly to eligible participants.) All ELCA plan members age 50 and over should attend. Financial partner (i.e. spouse) participation is strongly encouraged so both members of the couple are involved in the retirement planning process. For the location/dates of other such events held around the ELCA, go to:

https://www.elcabop.org/news_events/preretirement_seminars.aspx.

April 4, 2011

Retiree Luncheon and BOP Presentation: All retired USS rostered leaders, spouses, and surviving spouses are invited to a luncheon and Board of Pensions presentation on Monday, April 4, from 10:00 AM to 1:00 p.m. (location to be announced). Pastor Bob Berg, ELCA Board of Pensions Assistant to the President for Church Relations, will be with us to present information and address questions and concerns about the ELCA Participating Annuity and Bridge Fund (PABF). Topics to be covered in the presentation are: 1) Understanding the PABF; 2) What has happened in the market, and how has the decline impacted the PABF; 3) What is being done to restore the Fund's assets (including reduced annuity payments); 4) The ELCA Special Needs Retirement Fund. The presentation will be approximately 30 minutes, and then there will be additional time (up to 45 minutes) for Q and A. Pastor Berg will join us for lunch, and plans to remain into the early part of the afternoon. Personal invitations will be sent shortly.

April 9, 2011

“Welcome to the Family:” The Northumberland Council of the Presbyterian Church has scheduled Rev. Dr. Charles Arn to be their special speaker at their Leadership Conference for 2011. The topic will be “Welcome to the Family” (How to assimilate newcomers into your Church family). This one-day seminar will be held at Montoursville Presbyterian Church from 9:30-3:30 with registration and refreshments from 9:00-9:30. This workshop is open to all clergy and lay leaders. Cost: \$20.00, which will include your lunch and your workbook. You can pay at the door, but they do need you to send in your registration form so they can plan for the lunch and workbooks. To view the brochure, click here: <http://www.uss-elca.org/wp-content/uploads/2011/01/2011-NORTHUMBERLAND-LEADERSHIP-CONFERENCE.pdf>

April 9-10, 2011

Making Mutual Ministry Work: Pastor Dick Bruesehoff, of the ELCA Vocation and Education unit, and Pastor Sue Lang, of RevWriter Resources, LLC, will offer two workshops guiding participants through an exploration of mutual ministry and its exciting ministry possibilities for your congregation. These will be held on:

- Saturday, April 9, 2011, 9:30 a.m.-3:00 p.m. at St. Michael’s Lutheran Church, 6671 Germantown Avenue, Germantown
- Sunday, April 10, 2011, 2:00 p.m.-7:30 p.m. at St. Andrews Lutheran Church, 20 Dill Avenue, Perkasio

The cost of the event is \$20 per person. Participants who register prior to the deadline of April 1, 2011, will receive a copy of Pastor and People. A free-will offering will be taken for the meal. The seminar conveners ask that congregations bring 3-4 leaders, as you will be engaging in small group work during the seminar. These should include the pastor and members of a mutual ministry committee and can also include council members and officers so that they might renew their understanding of mutual ministry and what it means to be the church, together. For additional information and a downloadable brochure, visit <http://www.ministrylink.org/article/making-mutual-ministry-work/>

April 19, 2011

Holy Tuesday Chrim Mass: The annual Holy Tuesday Chrim Mass service for leaders (rostered and lay) in the Upper Susquehanna Synod will be held on Tuesday, April 19, 2011, at 10:30 a.m. at First Lutheran Church, Watsontown (400 Main St.). Bishop Robert L. Driesen will preside at this Eucharist service, which includes the blessing of oil for use in anointing.

May 2-4, 2011

The Psalms at Valparaiso University: The Psalms are the Bible’s rich treasure of song. In 2011, the Institute of Liturgical Studies will explore the ways Psalms

weave their way through our corporate and individual worship lives, giving us voice and connecting us to this rich biblical tradition. In the Eucharist we sing the Psalm as a response to the first reading; in Daily Prayer we sing Psalms as our sung prayer, praise, and lament. Throughout our reading of Scripture we hear the Psalms as a song of the people, as quotations in the New Testament, and in the Psalm-like material of the canticles. The church’s liturgy is filled with Psalms, accompanying our processions, forming our greetings and responses, providing for our communal song. Yet we often neglect or flatten them in our own local, communal practice. This year’s Institute will explore the richness of the Christian practices around the Psalms through Psalm singing at liturgies, through plenary presentations, seminars, and workshops. It is the Institute’s vision to present the richness of the church’s tradition, while, at the same time, pushing forward the edges of the church’s practice into new and creative expressions of worship. For additional information, please go to the ILS website at <http://www.valpo.edu/ils/>

May 5-6, 2011

Bishop’s Retreat for Rostered Leaders: The annual Bishop’s Retreat for Rostered Leaders will take place on Thursday and Friday, May 5-6, 2011, in Wellsboro, PA. The Rev. Dr. Cheryl Meese Peterson, Assistant Professor of Systematic Theology at Trinity Lutheran Seminary, will present on our changing culture’s implications for ecclesiology. Registration information will be available shortly on the synod’s website.



May 17, 2011

Lutheran Day at the Capitol and PA Hunger Summit: Lutheran Day at the Capitol 2011 will focus on hunger in Pennsylvania and strategies for Lutheran congregations, synods, and leaders to address it through direct action and advocacy. The keynote speaker is David Beckmann, president of Bread for the World and 2010 World Food Prize laureate. He is an economist, a Lutheran pastor, and one of the foremost U.S. advocates for hungry people in the United States and worldwide. Beckmann is also president of Bread for the World Institute, the organization’s research and education arm, which works on agriculture, trade policy, and other hunger-related issues. Workshops will offer opportunities to learn more about hunger in the Commonwealth, best practices for addressing hunger in congregations and synods, resources for preaching, and teaching about hunger and training for advocacy on current hunger issues. More info: www.lamp.org

EXTRA! EXTRA! Putting it All Together

The seventh and final part in a series of articles about telling your congregation's story through your local media.



In the past few months, we have been looking at how churches can increase their relationships with the local media and how to deal with them if they call you for an interview. As we close this series, we give you a few tips for how you can put all the information you've gained through this series together, into an effective media plan.

- Consider who in your congregation has gifts for writing. Then, ask them to become the congregational "reporter." They can write news releases for the local media and perhaps get to know your local reporters. It would be a good idea for the congregational reporter to share their copy with the pastor before it is distributed.
- Start a free e-mail account that can be used by the congregational reporter to send news releases. You can get such an account at google.com or yahoo.com. Or, use the congregation's existing e-mail account if the congregational reporter can easily access it.
- Create a media list. The easiest way to do that is to contact Chad Hershberger, director of communications for the synod, and request his media list of all the outlets in our geographical area. Tailor your media list to your local area.
- At each Congregational Council meeting, spend a few minutes brainstorming what items to publicize of your congregation's ministries. Often, you don't have to reinvent the wheel. Review your congregational bulletins and newsletters for story ideas.
- Ask your outreach/evangelism committee to make a list of all the interesting ministries/events of the congregation. This list should not just include fundraisers and social events to publicize, but what are the noteworthy items the congregation does?
- As you are doing all this, remember these types of PR Stories, which may help you as you think of stories to submit to the media:



- *Bread and Butter PR* is a term invented to refer to the basic news items or announcements which you should do on a routine basis. The purpose of *Bread and Butter PR* is to keep your name in front of your public. Examples include: hiring or promoting employees, major grants received, expansion or relocation, awards or honors your congregation, or volunteers receive.
- *News Stories* have a time value and are often related to specific events that are worth repeating. Many news stories may be anticipated as you plan your year. You should allow time between big stories so that the media will be more interested.
- *Feature Stories* are human-interest-type stories focusing on people. If you work doing PR year-round, you should plan twelve feature stories, one to send out each month. Try to tie your stories to national or local happenings, economic trends, or something else that is already considered news.

Make sure you share all the information in these series. For your convenience, these articles are now reprinted as one booklet to help you out. It is available on the synod website (www.uss-elca.org) under "Resources for Congregations."

In the next edition of Headwaters, we'll begin a series of tips for church publications

USS CONFERENCE HAPPENINGS

Conference	Dean	Secretary	Meetings
Buffalo Valley	Pastor Jill Seagle pastorjills@windstream.net	Pastor B.J. Collins collins_bj@hotmail.com	(9:00 a.m. worship, meeting and lunch to follow) Thursday, February 3, Christ, Lewisburg; March 3, First, Mifflinburg.
Juniata Valley	Pastor Erin Bovendam Ebovendam001@luthersem.edu	Pastor James Park Bricker gymbri@embarqmail.com	(9:00 a.m. pericope study, 10:00 a.m. meeting) Tuesday, March 15, Trinity, McAlisterville. Conference Assembly, May 1, 7:00 p.m., St. John, Lewistown.
Middle Creek	Pastor Breen Marie Sipes breenmarie@hotmail.com	Pastor Patrick Sipes sgtmuddy@gmail.com	(9:30 a.m. worship, meeting follows) Wednesday, February 9, Salem, Salem; March 16, Messiah, Troxelville.
North Branch	Pastor Chad Hebrink pastorchad@verizon.net	Pastor Keith Pittsnogle prkeith@ptd.net	(9:30 a.m. worship, meeting) Wednesday, February 23, St. Luke's, Bloomsburg; March 23.
Tulpehocken	Pastor Brian Beissel brianthepastor@gmail.com	Pastor Constantine Havir revhavir@yahoo.com	(9:00 a.m. pericope study, 10:00 A.M. meeting) Tuesday, February 1, Himmel's, Rebuck; Tuesday, March 8 (CHANGE OF DATE) , Grace, Shamokin.
West Branch	Pastor Eric Deibler deiblers@verizon.net	Pastor Gunther Bernhardt prbernhardt@gmail.com	(9:00 a.m. worship, 10:00 a.m. meeting) Tuesday, February 8, Church of the Savior, Williamsport; March 8.

DENOMINATIONS: Pulling together or fraying apart? That's the question *The Lutheran's* February cover story asks. Stephen P. Bouman, executive director of ELCA Congregational and Synodical Mission, has good news for Lutherans—denominations do matter. See how a church in Oregon is making a difference for young adults and how congregations in Racine, Wis., are rerooting in their community. The section includes a Bible study, along with a study guide by Robert Blezard, an ELCA pastor in Pennsylvania, which is available in the print edition and at www.thelutheran.org (free to print subscribers and supporting Web members; click on "study guides").

SYNOD STAFF IN CONGREGATIONS

February 6

Bishop at Arbogast's, Leininger's

February 13

Bishop at Installation, First, Mifflinburg

February 20

Stones on vacation

February 27

(none)

MINISTRY OPPORTUNITIES

(Updated January 17, 2011)

Currently served by Intentional Interim Pastor

- Beaver, Beaver Springs
- Salem Parish
- Church of the Savior, Williamsport
- St. John's (Brick), Montgomery
- Evangelical, Reedsville

Preparing Materials

- United in Christ, West Milton
- Stone Valley Parish
- Bethany, Montoursville
- Mountain Grove Parish

Interviewing Candidates

- Beaver, Beaver Springs
- Salem Parish

IN CONCLUSION

St. Valentine's Day

By Chad Hershberger

I read this last year in one of the many congregational newsletters I read each month. I thought it most appropriate to share with you at this time of the year.



For God so loVed the world
That he gAve
His OnLy
BegottEn
SoN
ThaT whosoever
Believeth In Him
Should NNot Perish
But have EVerlasting life



John 3: 16

Chad Hershberger is the Director of Communications for the Upper Susquehanna Synod and editor of Headwaters. His reflections "In Conclusion" appear here monthly and are his opinions and thoughts. They do not necessarily reflect the thoughts or opinions of the Upper Susquehanna Synod or its staff.

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Synod Staff Lead Worship
The bishop and his assistants would like to make synod visits on Sunday mornings in congregations. The bishop prefers to both preach and preside; Beth Ann and Karl-John will preach and also preside, if asked. The home pastor is usually also present for these synod visits. Please schedule with at least 6 months lead time for the bishop; less advance notice is required for his assistants.