



### THE FRONT PAGE/COUNCIL REPORT



by Jackie Williams, Chair

The summer is flying by as we prepare to welcome our new Minister of Worship and Administration, Kate Crawford, and her daughters, Martha (aged 15) and Norah (aged 13), who arrived to take up residence in their new home in August. A celebration is planned at the Corn Roast Sept. 12 for Kate and her family. This will give us all the opportunity to get to know each other in a relaxed environment. I had the privilege of meeting Kate earlier this year, and she has such a warm, calm presence that made me feel full of hope for the future of our church.



Kate



Martha



Norah

Our strategic planning process for FSA is underway, under the able leadership and guidance of Susan Shelstad. Council spent most of the June meeting discussing the importance of a strategic plan and how to proceed, but this will be an ongoing project over the next few months. The timing is fortunate in that Kate Crawford will be able to participate and add her ideas for our future directions.



Susan & David McKane: Retirement Gala

What a wonderful Gala we enjoyed in June to celebrate David and Susan McKane's ministry at FSA! Grateful thanks to all those who made this event so successful, in particular, to the organizing committee—George Jolink, June McKay, Barb Plante and Jo Ann Silcox—to Anne Cummings who did all the wonderful decorations, and for the incomparable compering of Ron Logan and Bob Schram. We are blessed to have so many people who bring their amazing talents to all our endeavours.

and, in particular, to Jo Ann Silcox, who not only did such a marvellous job in handling ministerial functions and organizing preachers over the summer months, but Jo Ann also preached herself. We could be in no better hands!



Speaking of which, we owe a huge debt of gratitude to the members of the Worship Committee,

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The views expressed in this publication are those of the authors, not necessarily those of First-St. Andrew's Church.



## EDITOR'S MESSAGE

by David Flynn

It's an exciting time to be at FSA as we welcome Kate Crawford, our new Minister of Worship and Administration. Typical of any transitional period, it is a time to look to the past as well as to the future.

So in this issue we commemorate the departure of David and Susan McKane with accounts of their farewells in the Spring.

Looking to the future, Jackie Williams describes in her Front Page/Council report the strategic planning sessions which Susan Shelstad is facilitating.

Another article remembers Jack Savigny. We also profile a more recent member, Dennis Pellarin, who, during his relatively short time here, co-edited the recent Joint Needs Assessment report and chaired the Joint Search Committee, among other roles.

Behind the Scene features the Archives Committee, which recently published the 175<sup>th</sup> Anniversary History book. We have, as well, reports and photographs of some of the summer activities of our myriad committees and groups.

There are several changes in *Tidings* beginning with this issue as a follow-up to my request for feedback in the Summer issue and the subsequent approval of the Communication and Marketing *ad hoc* committee report by Council in June, which contained these recommended changes. For the first time since *Tidings* began in 1992, we are separating the programme Guide from *Tidings* itself. The programme Guide will be published only in the Fall. Along with the switch to subscriptions for people who wish mailed copies, the savings mean we can publish *Tidings* three times a year—not the Summer issue—in colour.

We commend the wonderful efforts of Jo Ann Silcox and others who maintained the caring community of FSA during the early summer period after David McKane left and before Susan Shelstad returned from holidays. As Jo Ann notes in her Pastoral Care report, it shows how effective we are as a congregation.

At the same time, I'm sure all those who helped carry on the worship and pastoral care activities, will be even more appreciative of the work of Kate and Susan.

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The last issue of *Tidings* was excellent once again. All the articles were so interesting. You have asked a few questions on what the future holds for *Tidings* and I thought I would give you my views. [*Several suggestions follow*] ... And then everyone would be happy—reading a great magazine to find out what goes on in our church. It is a great church and a very busy one at that.

— Muriel Parsons

As a former member of FSA may I tell you how much I enjoy reading *Tidings*. It seems to improve with each issue since I left London. [*Subscription enclosed.*]

— Jacqueline Wickware, Oakville

I grew up in FSA in the fifties and sixties. We were neighbours of the Angus McQueen family as well as Alex Farquhar's family, as our back yard opened on to the FSA parking lot—in spite of such close proximity we were often late for church. [*Subscription enclosed.*]

— Richard Johnston, Orillia

I enjoy reading the articles and learning what is going on at FSA. [*Subscription enclosed.*]

— Bob Walters, Richmond, B.C.

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## ANNOUNCEMENTS

### **BUDDHISM FOR CHRISTIANS**

Coming soon. Watch for details in the bulletin.

### **AN EVENING WITH RISHI SATIVIHAN**

Come hear Rishi Sativihan talk about his new book, *Un-learning the Basics: A New Way of Understanding Yourself and the World*, Wed. Oct. 6, 7pm.

### **PROUDFOOT LECTURE**

No Proudfoot lecture this Fall but Bishop John Spong is booked for Sunday, October 23, **2011**. He will be preaching at the morning service and then the lecture will be at 2pm. This will top off the Progressive Christianity Conference which will be taking place at FSA on October 21 and 22, 2011. Planning for the conference is underway so watch for details.

### **ANNIVERSARY PREACHER**

Our Anniversary preacher on November 21<sup>st</sup> will be the Rev. Dr. Jeff Crittenden, the new senior minister at Metropolitan United Church here in London. Jeff came to Met from Glen Abbey United Church in Oakville and arrived in July.

### **CORN ROAST**

Our Annual Corn Roast celebrating the Grow-a-Row project will be in Proudfoot Hall, Sunday, September 12. This also will be a chance to meet our new minister, Kate Crawford, in a more informal setting.

Special guests at the lunch will be David and Kathryn Mayberry, local representatives of the Canadian Food Grains Bank. Envelopes for your donation

are still available. Remember, all monies raised are matched 4:1 by CIDA—in other words, \$1 equals \$5. With all the many disasters this year in the world, such as Pakistan's floods, every dollar is VERY important to help our less fortunate neighbours in the Third World.

### **HISTORY BOOK**

Copies of the new FSA History book are available from the church office at \$20 each.

This new up-dated FSA history is easy reading, with loads of pictures in colour where available, and fascinating insights features many people involved from 1938 through to 2007.

### **AM AHL AND THE NIGHT VISITORS**

*Music at FSA* presents this musical by Gian-Carlo Menotti December 3 and 4. Don't miss this fully-staged opera in one act under the musical direction of Paul Merritt and the artistic direction of George Jolink, and featuring our own FSA talent.

Watch the Bulletin for details. Assistance still required in all areas. Contact George Jolink ([gejolink@hotmail.com](mailto:gejolink@hotmail.com)).

### **RUMMAGE SALE**

Saturday, October 16, 2010. Conveners: Jim and Jan Hendry (519-471-8492).

### **HOLLY BAZAAR**

Saturday, November 13, 2010. Conveners: Liz Mignotte and Barbara Williamson (519-435-0777). 🍷





## WHO HAS SEEN THE WIND?

by Steve Elson

Some of you will remember this as the title of the W.O. Mitchell book written in 1947. It's the story of a young boy, Brian, his family and a small Saskatchewan community in the early 1930's. It's also a story about God, and the nature of God is a theme that weaves its way throughout the book—not only from a child's perspective but from the point of view of adults as well. Interestingly enough, it's the child's spiritual experiences that ring most true.

So if "Who has seen the wind?" is a question, the obvious and quick answer is "No one." As quoted at the very beginning of the book:

*Who has seen the wind?*

*Neither you nor I:*

*But when the trees bow down their heads,*

*The wind is passing by.*

Christina Rossetti

Mitchell also notes at the beginning of the book that, "Many interpreters of the Bible believe the wind to be symbolic of the Godhead." So it's a very purposeful exploration but done so in the guise of an often poignant story of growing up—not only physically but spiritually.

The imagery of wind is a good one. First, it isn't visible and second, it's not human in the way we usually think of things—a good start for a spiritual journey where using physical images can get in the way and clutter up our thinking. The wind is also breath—and without breath we cannot live. It moves into us, through us and out of us constantly. Sometimes we know it's there and at other times we take it for granted. Breathing exercises are used to relax and enhance our spiritual awareness. And best yet—it's not just human—it flows through our entire world, even the oceans where oxygen in water—the breath of water—keeps it alive too!

So the next time you take a deep breath, think about what you are doing and how it connects you to everything—physically and spiritually.

At least that's the way I see it, from the pew. 🌿

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## REMEMBERING



### JACK SAVIGNY

**APRIL 6, 1914–JULY 11, 2010**

by Bob Slater

Nine years after Saskatchewan became a province, Jack Savigny was born there. The Great Depression unfolded and Jack's parents decided moving from Moose Jaw to London, Ontario would provide more opportunities.

So, at 17 Jack began a lifetime career working at Wyatt Furniture near Market Square. When Mr. Wyatt retired, Jack bought the firm. Under his leadership, the firm's reputation for the highest of business ethics continued.

Jack loved people—his customers, employees, his neighbours—business, community and cottage—and his church family. After retiring, Jack continued daily walks downtown to have coffee with longtime friends.

His enthusiasm for life was always in evidence. Active in the Y and Kiwanis as a volunteer, Jack comforted many in the Critical Care Trauma Unit.

At FSA, Jack served as visiting elder for 50 years,

belonged to the Supper Club, taught Sunday School, introduced and supported scouting for 30 years—first as a leader and then as the Group Committee Chair. He served faithfully as a member of the Congregational Visiting Team keeping home-bound people encouraged and in touch.

Shirley, Jack's wife, arranged a surprise 95<sup>th</sup> birthday celebration held in the chapel. David McKane offered congratulations on behalf of the congregation. Photos taken were incorporated into a treasured memory book.

On July 17, the life of Jack Savigny was celebrated in our sanctuary with remembrances by Shirley's nephew, Charles O'Hara, Tom Orr and longtime friend, Bill Gault.

When Louise and I visited Jack in June at People Care Long Term Care, Jack pointed out the painting of their Lake Huron cottage by their next door neighbour. Noticing the reclining chair next to his bed, I asked Jack if it had come from Wyatt Furniture. Jack's reply: "I'm glad you recognize fine furniture when you see it!" We hope Jack is enjoying his new "reclining chair" and realizes what wonderful contributions he made to the lives of everyone he met. We are grateful. 🌿





## DENNIS PELLARIN: A MAN AFTER GOD'S OWN HEART

by Jo Ann Silcox

**T**he bass section of the choir has known for some time a treasure previously hidden from many. Dennis Pellarin came to FSA on the urging of Jean

Wright and from that moment he has quietly and steadily contributed to the life and work of this congregation. Dennis has also been Chair of Finance, a member of the Healing Prayer Team, co-editor of the Joint Needs Assessment Committee, Chair of the Joint Search Committee, and, recently, he became one of the newest members of the Worship Committee.

Raised in the Roman Catholic tradition, Dennis has a love for liturgy properly executed and at the same time a prevailing passion for social justice issues. His own journey in finding himself to be one of God's beloved because of and not despite sexual orientation has helped numerous others to make that same pilgrimage.

Dennis' professional life as a marketer has allowed

him to help us put a more welcoming face on FSA's outreach efforts, and his love of theatre and music have resulted in a passion for all of the expressive arts, most recently exercised in organizing, with Ron Logan, two wonderful congregation outings to the Starbright Theatre in Sarnia to see *Driving Miss Daisy* and *Hollywood Sings*, as part of a very successful fund-raiser for the church.



It is as a man of faith and as a friend, however, that I most cherish Dennis. His own life journey has taught him to expect to meet God in the gaps of life and to introduce others in travail, to that same provident God. He is a spontaneous, warm and compassionate pastoral visitor and always has time to lift the spirits of another. To count Dennis as a friend is to know one of God's most precious graces—through shadow as well as celebratory times. He has a unique ability to bring laughter out of tears while never losing sight of the pain which first induced those tears.

We are blessed to have this *man after God's own heart* as a member of FSA.



## VOLUNTEERS



## THE GARDENERS

by Donna Travis

**H**ave you noticed the gardens at FSA? Historically over the past several years they have been tenderly cared for by a variety of caring volunteers.

The weather this summer presented us with interesting challenges. We had a cool, wet early Spring which delayed planting and early garden cleanup, followed by a slow growth for our geraniums. Since then we have had periods of dry and extremely hot weather with high humidity day and night. The growth which appears to like this the best are those pesky weeds!

In spite of all this our volunteers have consistently tried to keep the lawn and gardens neat and tidy. Trudy Valentine, on behalf of the UCW, has planted and maintained our front urns. David Beach has cut and trimmed the lawn and picked crab apples for jelly to be sold at the Holly Bazaar. Mark Hill and Bev MacDonald have trimmed trees and bushes. The

Property Committee, with Ted's help in the past, have arranged Spring and Fall cleanup days.

Those involved in gardening over the years have included Russ and Sue Scorgie, Peter Ross, Heather Vouvalidis, Ed Ellis (who tended our colourful perennial gardens for several years), Ross MacDonald, Doreen Gartley, Audrey and Jim Coulthard, John Jardine, Jim Hendry, Bob Vosper, Al Stinson and Donna Travis. Gilbert (Harv) Taylor donated an oak tree in memory of his wife, who died in 2007. The tree was grown from seed on a family farm and is now doing well on our front lawn.



This summer George Jolink, Audrey Coulthard, Mary Anne and Samantha Hodge, Ross MacDonald, David Beech, Doreen Gartley, Donna Travis and Trudy Valentine with Geoff Bottomley's watering help are trying to keep the property inviting.

The Property Committee will be having a Fall cleanup and would really appreciate the help of more younger members of our congregation to assist with this task. Remember, stewardship includes the care of our church property.







## TEA TO HONOUR SUSAN MCKANE

by Mary McKim

On Friday, May 28, June McKay and the indomitable Shirley Wynne served a wonderful array of fancy sandwiches, fruit, cakes and squares. Tom Wynne acted as parking director. Access to the house was, of necessity, through the garage. A family of robins had taken up housekeeping on the front door decoration, and their babies could not be disturbed!

This was a colourful event on a sunny and extremely warm afternoon. Almost seventy ladies of FSA gathered in June's beautiful home, overlooking the Thames' Valley golf course, to honour Susan, whom we sincerely trust is not leaving us, but will continue in our midst. Much finery was displayed, and many beautiful long dresses were in evidence. At June's suggestion, we were treated

to the scene of a multitude of incredible hats, some even sporting birds, although not of the live variety. A few "ladies" were actually wearing gloves, and we all marvelled that within living memory none of us would have thought of attending church, or even such a social function, without both hat and gloves!

Our 'matriarch', Ina Cavers, noted the amazing fact that, at age 100, she was capable of enjoying the event. Sadly, Ina passed away only a month later.

A book was provided for each person to write a message to Susan, who accented her outfit with one of her colourfully wound scarves. (Carmen Miranda eat your heart out!)

A sincere vote of gratitude is due to our hostesses, and to all who attended and made this event so delightful and entertaining. 🌸







## DAVID MCKANE RETIREMENT DINNER

by George Jolink

On June 13 the FSA family met to celebrate David McKane's ministry among us and his retirement from ordered ministry in the United Church of Canada. Over 250 FSA members and friends gathered at Central Secondary School to honour his contributions to our congregation.

The hall was decorated with an Irish theme and guests enjoyed a lovely meal catered by One Restaurant. The programme consisted of musical interludes provided by Margaret Trethewey and Kathleen Gahagan, a song tribute written by our own June MacKay, and verbal tributes. The speakers included Malcolm Sinclair from Metropolitan United Church in Toronto, David's friend in ministry for over 40 years, and a contingent from Royal York Road United Church, David's previous charge.

recognized by Bob Slater, chair of the Search Committee that called the McKane's; Doug Jones, Council chair in 2002; the FSA staff—via video greetings prepared by Susan Shelstad—and Jackie Williams, our current chair of Council. David was also presented with a gift from FSA.

Then the entire assembly was interrupted by the venerable William Proudfoot who appeared just in time to present David with a leaf for the Proudfoot Legacy Tree. The evening was MC'd with their usual aplomb by Ron Logan and Bob Schram, who did not miss the opportunity to provide David and Susan with a little send-off of their own.

The M&P Committee and the Organizing Committee would like to thank all those who contributed to the event and all those who attended. David and Susan will be missed at FSA but we wish them well as they enter a new stage in life.

Will ye no come back again?



David and Susan's contributions to FSA were







## ECO CAMP

by Mary Ann Hodge

On July 19–23, the Environment subcommittee of MOE hosted a vacation bible school at FSA. Campers learned how God put humans in the Garden of Eden and told them to take care of his creation. Topics ranged from being a good steward of the Earth, recycling, the importance of protecting water, appreciating God's creation of plants and animals, to how we can translate this knowledge into future action.

The children had fun learning to identify the different trees we have on our property, and we also explored Victoria Park. Learning was balanced with fun with crafts

featuring re-used materials like tie-dying old t-shirts, installing clay pictures in CD cases, using natural materials to decorate boxes, and using pressed flowers to make book marks.

Healthy snacks were featured, along with a discussion of local food security.

All of this would not have been possible without the dedication of the volunteer coordinators and on-site helpers. Not only did Metropolitan United provide two key volunteers, but they sent 9 out of the 21 children who attended. It was a wonderful collaboration between our two churches.

A big thank you goes out to all who assisted. 🌿







## THE ARCHIVES COMMITTEE

by Jim Hutchinson

The recent fundraising publication of our History of FSA has focused attention on the Archives Committee and its role in the church. Archives themselves vary in importance and nature. Records of births, deaths, marriages and rolls are mandated and at FSA are kept by the church office. Official minutes of all meetings are kept by various groups, some preserved in our collection, others in the Regional History Collection at UWO.

The current Archives Committee was created by Spencer Inch to add to these necessary records and collect other materials. In recent years our holdings have increased from a few boxes in a closet to multiple shelves and cabinets in a designated Archives Room. We have

orders of service covering many decades, sermons, yearbooks, *Tidings* and other publications, newspaper clippings, pictures, directories, music programs, letters, memoirs, souvenirs, and other artifacts. Spencer began interviews of senior members of the congregation and we have continued this practice.

We attempt to display some of the items in the curio cabinets in the atrium, and contribute to publications when asked. We assist researchers and hold regular meetings to determine future directions.

Donations are gratefully accepted, assuming there is a connection to our church or its members. Our committee is part of the Membership and Nurture Committee of Council from whom we receive a small stipend to cover costs. One of our current wishes is to recruit some younger members to our small group.

Knowledge of our past does help us understand the present and prepare for the future. 🌿

## NOTEWORTHY

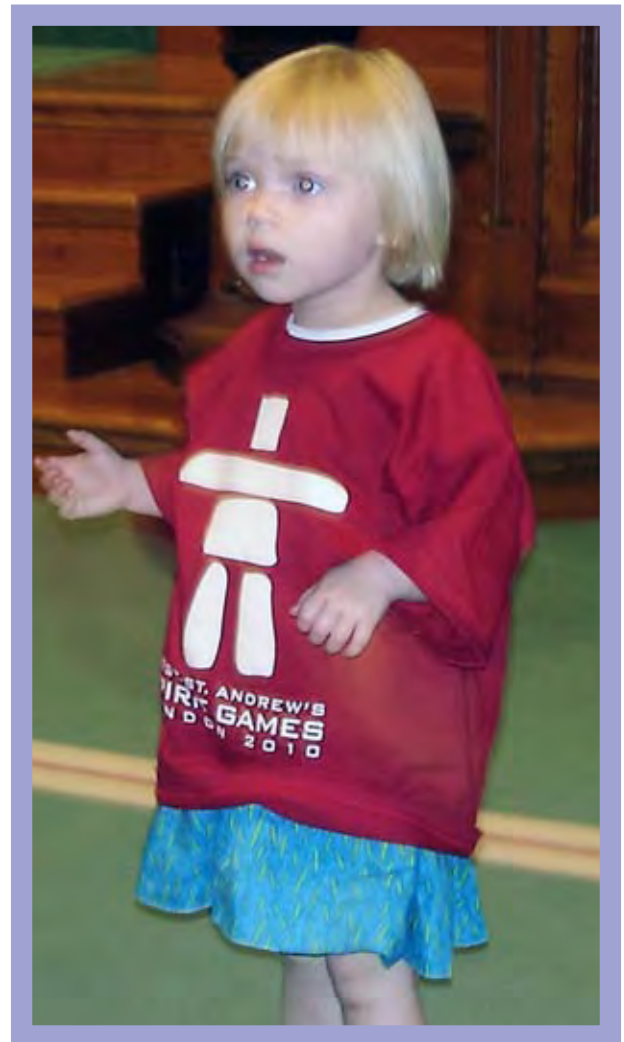
Dorothy Jones was honoured at the recent Suzuki Association of the Americas (SAA) Conference in Minneapolis, Minnesota, attended by over 800 members from Europe, as well as North and South America.

For many years she was the only teacher-trainer in Suzuki Early Childhood Education. Her role in the development, teaching and training of teachers in this programme was recognized with an award that is given out every two years to a person who has made significant lifetime contributions to SAA.



Dorothy is a past president of the SAA (1988-1990). She was commissioned by Dr. Suzuki himself to organize/develop the Suzuki Early Childhood Education programme in the world. Her consultations and teaching helped programmes in North and South America, Australia, and Europe. This October, she will introduce the programme to New Zealand.

The award was a surprise to Dorothy, as was the attendance of her husband, Don and granddaughter, Claire, who joined Dorothy and daughter Sharon for the presentation ceremony. 🌿



Getting in the Spirit



## WORSHIP WE'RE MOVING FORWARD

by Anne Cummings

To add to the great excitement around welcoming our new minister, Kate Crawford, the Worship Committee is asking the congregation to move forward in the pews for Sunday services.

What better way to make Kate feel a part of our worship community than by having us all closer to the pulpit? This also give you the benefits of getting a good view of Kate and hearing the service and music better.

When we sit closer together, we can create the intimacy and closeness of the 9am service. As well, you will be surprised at how much better the hymn singing is, which helps us to feel a more cohesive sense of belonging to this great congregation.

And do not forget the antics of our very active children during the children's story—which you will now see better.

Finally, as we move forward, remember that we have members who are allergic to scented products. Please come to our scent-free sanctuary wearing only your natural, God-given scent! 🌿







## MEMBERSHIP AND NURTURE

by Donna Travis

**W**e are starting a new venture in September. Members of our committee will be at all entrances inviting you to print a name tag to wear. This will enable Kate, our new minister, to call you by name and also to help those of us getting older to remember the name of someone we should know.

We invite you to come to the MOE Committee's Corn Roast, September 12, to meet Kate in an informal social setting.

Coffee and Conversation begins Sept. 5. Volunteer helpers will no longer have to purchase cream and milk. To pay for this added expense the money jar will be at the table. Contributions of coffee are again gratefully accepted. As well, there will be signup sheets for volunteering to help serve coffee. ☸



## PASTORAL CARE

by Jo Ann Silcox

*"See these Christians, how they love one another!"*

**T**he 2nd century Roman historian, Tertullian, was perplexed by many of the communal features of the early Christians, in contrast to the hierarchies of power in the Empire itself. Chief among the idiosyncrasies of those early house churches was their amazing capacity, despite tremendous personal suffering, to love and support one another.

Tertullian might have been writing about FSA during this time of ministry transition! It was a tremendous gift this Spring and Summer to take a more active part in the ministries of worship and pastoral care as we awaited the arrival of Kate Crawford.

Each day, as death, disease, distress, discouragement and displacement impinged on this beloved congregation, I was moved by the readiness of many to quietly give love and presence, practical help and encouragement in ensuring that none should feel alone. This is a congregation which intuitively knows how to care, not only for those in need of care, but for the care-givers charged with their care—and I am deeply grateful for the ministries of each and every one of you.

At the heart, from the heart—caring for one another—this is the heart and soul of Christianity. ☸

## MISSION OUTREACH ENVIRONMENT

by Committee Members

**A**t the fourth annual White Squirrel Golf Tournament held at Ironwoods Golf Course in Exeter, June 12, 41 golfers participated through sun and a little rain, and were joined for dinner by 34 non-golfers. Members of the winning team were: Kay Hillier, Paul Galbraith, Alan Galbraith, and David Knoppert. David McKane presided over an auction. Some unique experiences were auctioned, including a nature walk with the Wakes, dinner catered by the Wynnes, and lunch with Russ Monteith at the Marienbad Restaurant. Proceeds from the golf tournament will help our church meet its commitment to ELUCO and St. Paul's Daily Bread.

Jane and Mike Westmorland will replace Paul Mansell as coordinator of the Hospitality Meal programme. Paul is to be commended for his hard work and dedication this past year. Hospitality Meals resume Monday, September 13. If you are looking for a worthwhile volunteer experience, either one Monday a month or as an occasional substitute, please contact Jane or Mike (519-473-1273 or [westmorland@sympatico.ca](mailto:westmorland@sympatico.ca).)

The East London United Church Outreach (ELUCO) is hiring a part-time Community Outreach Worker due to the departure of Carol Langford and Susan Eagle. The successful candidate will help reach out to people in need in east London. See Linda Badke for details. Deadline for applications is September 15, 2010. E-mail [sharonashton93@hotmail.com](mailto:sharonashton93@hotmail.com).

Daily Bread is always in need of life's essentials such as non-perishable food, toiletries, and, of course, money to help needy folks with hydro bills, etc. Envelopes are available at all entrances. Don't forget our little White Christmas Tree for Christmas Share.

This summer two qualified families moved into their Habitat for Humanity homes on Springbank Drive. FSA provided a lunch in June for all the hard working volunteers. Homes will be built this Fall for three more families who have worked 500 sweat equity hours and who will pay off interest-free mortgages.

The three LIFT buildings—LIFT House, Elaine Lucas Place, and the new Victory House—continue to accommodate people with various challenges. Summer BBQ's were held by LIFT members and at Christmas there will be social events. ☸



**WHITE SQUIRREL "GOLF PROS"**



## UCW

### A NEW CHRISTIAN COMMUNITY

by Margaret Wonfor

In 1825, in Princetown, PEI, a group of Presbyterian women gathered "... to glorify God by doing good." Each member subscribed a penny per week to purchase Bibles for distribution to newcomers carving farms out of the forest.

From this humble beginning the Woman's Missionary Society (WMS) grew until it took responsibility for all single female Presbyterian missionaries. Canada was also being settled by non-English speaking immigrants. WMS workers assisted these pioneers to adjust to their new country. Hospitals were built and staffed by WMS givings. The ministry of these church women fostered community among themselves and with these new Canadians.

Another woman's organization, the Woman's Association (WA) emerged to care for local congregational needs—the manse, congregational necessities, and outreach to the local community.


During WWII, the role of Canadian women changed as they began doing men's work. With more women outside the home, the United Church reorganized through the merger of WMS and WA in 1962, with the national church assuming financial responsibility for much of the WMS work. The UCW, however, still offers generous support to the M&S Fund.

Once again, in the 21<sup>st</sup> century, the ministry of church women is at a crossroads. Recently, leaders of the Alberta/Northwest Conference UCW met to discuss new ways of being United Church Women in a changing church. The theme speaker, psychologist Anna Garleff, emphasized that there are younger women in and out of the church who "... long for a spirituality that makes



sense to them as women. You have it.” How do we move forward?

Here at FSA we are blessed with a host of educated, creative women whose ideas about being Christ’s hands in the world remain untapped. There is hope: the KnitWits began by knitting mitts and scarves for needy street people. Now they have added prayer shawls to remind sufferers that they are a part of a caring community. Members of Moms and Tots support each other as they share ideas on child-rearing.

Inspired by the past and aware of the present needs, let us continue to be carers and sharers as we go into the future with new innovations. 





## COMMUNICATIONS & MARKETING

by Bob Swartman

The FSA Marketing Committee was one of the six transition committees recommended by the 2009 Joint Needs Assessment Committee. In this case, there was concern that with Ted Kostecki's departure, FSA needed to develop a programme to look after advertising, including poster creation and assistance with various events.

At our first meeting in January, an enthusiastic group of eleven people engaged in lots of spirited discussion under the leadership of Krista Vogt. Out of this we developed a Strategic Communications Plan. We realized that many activities needed to be better known within and outside the church, and we soon realized we were talking more about communication in a broader sense than marketing, so changed our name accordingly.

We identified all the possible types of communications that FSA could engage in, from the Sunday bulletin to *Tidings*, to brochures, radio reports, newspaper advertising, yellow pages, the outdoor sign, Facebook, the FSA website, and many, many more. We all agreed that FSA needed a unified message that is coherent, attractive and consistent.

At our second meeting in February, we discussed more strategic issues and agreed that the FSA mission statement should be better communicated: "FSA is an inclusive Christian family encouraging spiritual growth through worship, friendship, outreach and learning." The committee also liked the mottos "At the heart since 1837" and "Where liberal theology meets the best of tradition." At the same time, we felt that there could be a lack of focus as a result of too many good messages. One of our key recommendations is to consolidate both our slogans and our graphics.

At our subsequent meetings in March, April and May we found the JNAC report most useful and, eventually, developed an extensive Action Plan on how to communicate within and outside FSA. We submitted our report to Council in June and received their endorsement.

Our work continues with monthly meetings around the implementation of our plans, in consultation with

appropriate committees such as Membership and Nurture, and, of course, with our new minister.

We look forward to your input, as well, as we launch our Action Plan.



## WORDS OF WISDOM

God doesn't call the qualified,  
He qualifies the called.

## CHANGES

### BAPTISMS

None

### MARRIAGES

June 26, 2010	Paige Palmer and Mark Linzmajer
August 6, 2010	Mel Gollan and Joel Wills
August 7, 2010	Jessica Ross and Curtis Gricken

### DEATHS

June 29, 2010	Ina Cavers
July 11, 2010	Jack Savigny
August 15, 2010	Graeme Manning
August 21, 2010	Fred Pattison



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Paul Merritt

**Church Administrator**  
Sue Scorgie

**Administrative Assistant/Receptionist**  
Maureen Scarborough

**Custodian**  
Geoff Bottomley