



First Congregational United Church of Christ

76 South Wisconsin Street
Elkhorn, Wisconsin 53121

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August

The Link

2011

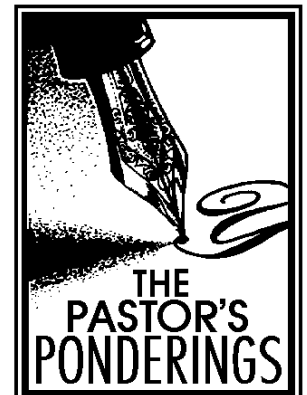
Interesting Demographics for 53121

Part of the *Turnaround Church* program, sponsored by the Wisconsin Conference UCC, has been access to demographic information about our community. This mountain of information for the 53121 zip code is designed to help us understand our “mission field”. As a community of faith we are planted here to bring the “Good News” to our little corner of God’s creation, and it makes sense to have a good understanding of the folks we live with but don’t know very well. Our neighbors might be interested in exactly what we have to offer as a church— but don’t know it yet!

According to the information, there are five primary “lifestyle” types in the 53121 zip code and they each have certain tendencies and likes/dislikes that we will have to learn to address in order to be open to their participation. As you read the information, try to begin imagining how we might positively respond in our practices in order to make connections with the wider community around us. **How will we need to adapt our practice, without losing our identity**, in ways the people outside our current membership would find meaningful and compelling.

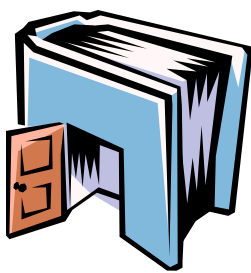
The largest, single “lifestyle” type in the Elkhorn area is made up of relatively young couples, single and divorced households who enjoy an old-fashioned, conventional way of life that’s changed little in decades. **About 40% fit into this category called “Small Town Connections”**. They tend to be predominantly white and high school educated residents who work a mix of blue and white-collar jobs in manufacturing, retail, education and health services. It is an unpretentious lifestyle with a high rate for reading books, listening to music, playing instruments and watching TV. For them church is primarily important as an alternate method to socialize with their peers, organize emergency relief efforts for their neighbors and preserve a way of life for their children. They tend to be loyal to the church of their upbringing, but are often irregular in attendance. They want the church to be there for major life transitions like marriage, birth, and death. And while they assume membership privileges, they tend to be undisciplined about stewardship.

The second largest lifestyle type is central to our region of the country and contains a mixture of sprawling, connected families. **This type makes up about 28% of the 53121 zip code and is called “Family Convenience”**. Most households contain dual income couples working at skilled blue-collar jobs in manufacturing, construction and small businesses. With moderate educations, the adults tend to earn upper-middle-class incomes and have high rate of home ownership. These families have an above average length of residence in their communities, and many have achieved a secure lifestyle with room for kids to grow. To them, life today looks a lot like it did a half-century ago. They enjoy spending leisure time swimming, hunting, fishing and camping; they are active in community and civic groups. They have found that there



are more activities competing with church for their limited time than there were in the past. They value church but are irregular in church attendance. They want the church to be there when they need it, but are not very aware of the costs associated with maintaining the traditional church. However once they reconnect with a church they are often very active in membership and leadership. They prefer a church with a strong “family” identity.

A close, third-place goes to another lifestyle type containing hardworking couples and families found in communities like ours who earn a living from manufacturing, construction, retail and wholesale traders and home businesses. **This lifestyle type makes up about 22% of the Elkhorn area and is called “Industrious Country Living”.** It is again predominantly white, high-school educated and the owners of newer homes. They earn good incomes, and befitting its “industrious” descriptor, nearly two-thirds of these households have multiple workers in the family. These folks enjoy rustic, outdoor, community-centered lifestyles: they fish in the summer, and snowmobile in the winter; they also tend to be long-time residents who belong to community groups and like to shop local. For them the church is a custom as well as an institution and people honor the symbols, liturgy and practices of the tradition in which they were nurtured. They want the children and youth to learn to appreciate the church as it is rather than see the church change to become more relevant. They tend to be active in churches and take their turn at most church offices— are often good givers and many will tithe. Wisdom offered in relation to this lifestyle type: “Care for them, and they are incredibly generous; disturb them and they can be very defensive.”



The last two lifestyle types make up only a total of 10%. **About 6% are in a lifestyle type called, “Working Rural Communities”.** This type is made up of aging residents who may hold skilled blue-collar jobs in manufacturing and construction. Most households consist of empty-nest couples, middle-aged families and single seniors. Empty-nest couples lead serene leisure lives- enjoying home-based hobbies, dining out, and going to local entertainment venues. They are not big shoppers; they tend to be financially conservative and are content to work and play in their hometowns. Many are active in their community as members of civic clubs. The church is important to this lifestyle type as a source of reassurance and personal support—an ally in nurturing children and grandchildren in Christian attitudes and a center for recreation and socialization. They tend to be loyal to their denomination and represent the congregation on committees. For them faith tends to be quite private and if it is shared with others publicly it is often with deep emotion.

The smallest lifestyle type, strangely enough, in several demographic categories, epitomize average Americans. **In the Elkhorn area we have about 4% who fit into the “Moderate Conventionalist” lifestyle type.** I guess we are not your “average” community! These folks live in modest homes and apartments, completed high school or some college and parlayed well-paying blue-collar and white-collar jobs into middle-class status. They lead active social lives, and with the majority unattached and without children they travel frequently for business and pleasure. With mid-scale incomes they have discretionary cash to spend, but they can’t be too extravagant since many are carrying plenty of debt with education and car loans. People in this type have been supportive of traditional churches but with increasing mobility they have become the consummate church shoppers. They may connect with more than one church and the one they attend now may have little relation to the one they left. Local congregational vision and personal fit are crucial for them. Many will attend larger churches with relatively low expectations in which they can participate anonymously. Others will connect with mid-sized family churches in order to quickly make friends and network with the wider community.

Can you find yourself within this demographic portrait of our community? The stereotypes are broad and the portrait may not fit any of us to perfection, but the information is still useful. Our small group working on the *Turnaround Church* as well as the group continuing to work on the *Five Practices of Fruitful Congregations* has been intrigued by what we read. Part of our intrigue has been that our church community probably does not represent the larger community in which we live! We may have all of these lifestyle types represented in the people making up the membership of our church, but not in the percentages that make up the wider community. Each lifestyle type has preferences in worship, education, mission, fellowship— some of these areas we match quite well and others we may need to modify a little. With so much information, I will

introduce more in future articles in the Link. For now, there is plenty to think about!!

Yours in Christ,

Pastor Scott

All-Church Retreat: Save the Date!

September 24th: 10:00 a.m. to 2:00 p.m.

You are invited to come together for an exciting and interesting retreat put together by the *Five Practices of Fruitful Congregations* and *The Turnaround Church* groups who took part in the Wisconsin Conference program designed to strengthen and grow our mission and ministry. There will be time for fellowship, brunch, some sharing and discussion of the lessons gathered by these two groups, and experiencing some elements of multi-media worship led by our host, Pastor Mike Ida.

We are very excited to have our retreat outside our church, yet close enough for everyone to get there at the First Baptist Church (American Baptist Church) in Delavan (this will be a nice change for some of our Delavan residents!). This progressive congregation has a church sanctuary about the same age as ours and has successfully implemented new multimedia worship elements into a (mostly) traditional worship format. Basically, they are a lot like us, and have made a smooth transition into new practices that have been well received by longtime members and new guests as well.

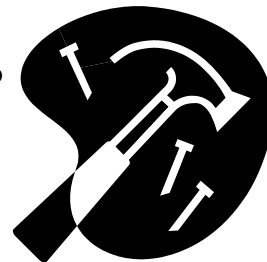
The four hours will be well spent as we begin with worship followed by a light brunch. The *Five Practices* and *Turnaround Church* groups will have an opportunity to present some of the material they have gleaned and everyone will have a chance to discuss the information. Then Pastor Mike will demonstrate some of the ways his congregation has been able to implement video and visual images in their worship—the possibilities are exciting! This will again be followed by conversation and discussion and we'll close our time together with a very brief celebration of communion.

We want to have a great turnout for this event! This means that you need to be there! Save the date—you'll be glad you came.

R.A.I.S.E. Construction Update:

What to Look for this month and beyond!

If you've been in church over the past several weeks you will have seen the entrance area changing as a section of wall was removed to make way for new stairs to the sanctuary. The old stairs will be torn out this month and digging will begin to make way for the new lift that will be installed in that space. Once installed (October?) the new lift will travel down into our Fellowship Hall and up to the current landing for access to the sanctuary. The old bathrooms across from the kitchen in Fellowship Hall have been taken out and a new unisex bathroom at floor level is coming together. The hallway and new bathroom have been plastered and painted and this month we will see new plumbing, cabinets and a suspended ceiling installed.



With everything coming together so smoothly and excitement about the project growing the R.A.I.S.E. committee is moving up installation of the Audio/Video components to the Fall. We are hoping that Metro Video and Sound will be able to have our new system up and running in time for All-Saints Sunday the first week in November. Part of the long-term maintenance component of the campaign will also be implemented this Fall “before the snow flies” as the outside windows of the cupola at the top of the sanctuary will be weather-proofed. The changes to the altar area (moving the choir, creation of access

ramps in the Northeast corner and other changes) will have to wait until after Easter 2012 so we don't disturb the worshipping congregation too much in the middle of our busiest church season.



New Southeast Association Website

After months of planning our Association launched a new website on 2/20/11. Check it out at sewaucc.org. Don't hesitate to use the "CONTACT US" tab to submit suggestions/ideas. It is hoped this site will be ever changing to include news, ideas, links, and more. Weekly Dash is the Association's weekly newsletter and can be accessed on the site. Individual churches are invited to submit anything they might want to share with our brothers and sisters in Christ.

Christian Education August 2011 Update



Sunday School --- Doesn't seem possible that there is a little more than a month before Sunday School starts, September 11th. Letters will be sent out the end of August with information and registration forms

Teachers --- We are looking for 2 or more teachers for the coming Sunday School classes. The children are fun to work with. Each unit lasts about 2 months or 8/10 Sundays and goes very fast. If you don't think you can do a full unit, a month would still be helpful. PLEASE CONSIDER HELPING OUT. Please let a Christian Ed Member know. They are Barb Townsend, Cindy Waller, Bobbi Rader, Jack Illgen, Kristi Hay, Ann Serpe, Donna Riese, and Pastor Scott.

Music --- If you would like to play the piano for Sunday School just let a Christian Ed Member know. Ray Knutson and the CD could use a break once in a while.



Heifer International --- Hope the Sunday School Students are earning some monies for the summer mission project. If anyone would like to contribute you can give it to any of the Sunday School Children or a Christian Ed Member. The money should be turned in when Sunday School starts on September 11th.

Next Meeting ---

August 14th after church at 10:15 a.m.

Yard and Bake Sale August 2011

THE YARD AND BAKE SALE IS JUST A FEW DAYS AWAY, August 5th and 6th. Thank you to those of you who have signed up to work in advance. We can always use more HELP (some younger and stronger bodies) setting up on Friday morning and packing up Saturday at 3:00 p.m.

-- Thursday, August 4th is a workday to set up the tents at 2:00 p.m. --- 2 helpers are needed

-- Friday, August 5th is start time of 6:30 a.m. setting tables out and bringing out boxes for those of you

who can help early. THE REST OF US will start at 7:30 a.m. putting things out on the tables.

We also need more help Friday closing up at 4:00 p.m.

-- Saturday, August 6th we will start open-close at 3:00 p.m. and pack up everything



ing up at 8:30 a.m. EXTRA HELP is needed when we left and take it to Good Will in Delavan.

-- Bake Sale items may be brought in is going on and the door will be unlocked kitchen. Items may be brought in Saturday morning also.

Thursday morning or any time it is open, as construction while they are working. Put baked goods in the

-- You don't need to have signed up to help. If you are available and can help any amount of time, please do so.

-- We will wear our blue church T-shirts, as this help customers identify us if they need some help.

A BIG THANK YOU IN ADVANCE TO EVERYONE WHO HELPED IN ONE WAY OR ANOTHER. The profits earned will be shared with the churches general fund.

A Book You Should Consider Reading

As stated in the last article I wrote, we have not had a Book Club meeting since April. Thus, no new books have been chosen; we will be discussing the May and June books at our next meeting in August. Consequently, I thought I would write about a book I read last month which should be read by everyone. For some reason which I don't understand the topic is controversial; the title is Hot: Living Through the Next Fifty Years on Earth. As you can probably surmise, the subject the author, Mark Hertsgaard, discusses is global warming. Hertsgaard has extensively researched the topic for the last 6 years, but had studied it since the 1980's. The birth of his daughter, Chiara, was the impetus for his more intense investigation as he came to realize that her generation and those who come later will be the ones primarily affected.



Hertsgaard differentiates between the terms "global warming" and "climate change". Global warming refers to the rise in temperatures resulting from the discharge of CO₂ into the atmosphere. Climate change refers to the effects which these rises in temperature cause. He states that the scientific evidence now strongly indicates that significant climate change will have occurred by 2050, which is much earlier than first scientific findings suggested. In fact at one point he states that by 2020 major impacts will begin occurring.

An important point which the author makes is that even if by some miracle the global community were to halt the emissions of CO₂ immediately, the atmosphere would continue to warm for a significant period of time. It is not like turning a switch and bringing the situation to a halt. Important consequences are already built into the Earth's system which will continue. Of course, such a halt is not going to happen. That is why Hertsgaard devotes a significant portion of the book to two important topics.

Adaptation and mitigation are the terms which are used in focusing on how to deal with global warming and subsequent climate change. Mitigation refers to the efforts which are being made and which need to be made to stop and reverse the rise in global temperatures. The international community has set a goal of stopping the rise in temperatures at 2 degrees above preindustrial levels. This doesn't seem like much, but Hertsgaard points out the consequences of just this rise. He doesn't want to contemplate what happens should temperatures rise even above that.

Seattle, Chicago, New York, England, and the Netherlands are shown to have made significant steps at adaptation. The efforts of the Netherlands are most impressive as they have a 200 year plan to deal with the effects of climate change and particularly the rise in sea levels which will result. People might scoff at a 2 or three rise in ocean levels, but the author offers many examples of just what the effects will be for coastal communities. This rise coupled with the more severe ocean storms which will occur make for some dangerous scenarios.

As I stated at the beginning, for some reason the whole subject of global warming has become a big controversy in this country even though the scientific evidence is overwhelming. Maybe people assume some silver bullet will emerge and the entire problem will be magically solved. People cannot make rational, informed decisions if they do not have information. My suggestion to read this book is a good first step to gaining information. Our children and grandchildren at least deserve that. Anyway, the book is well-written and well researched.

Book club does meet on August 3rd, at the home of Lorraine Norem. 6:30 is the time.

Bill Neis



Thank You For Working at the Brat Hut: July 23rd!

A word of thanks to the eight individuals who worked at the Frank's Piggly-Wiggly Brat Hut during the morning and afternoon on Saturday, July 23rd. We were initially very concerned that there wouldn't be enough people to help out, but you all came through and we were able to earn \$308.50 for the church! So a big "Thank You!" goes to Ardelle Baur, Bob Burton, Carolyn and Harold Morris, Joyce Myers, Carol Prchal, Ann Serpe and Bill Trewyn. We do depend on folks stepping forward to give of their time and energy as the ministry of the church continues from week to week!

Thankful for our Food Pantry Construction Workers



We have a number of members of the church who regularly rotate through the 3-day a week hours the Elkhorn Food Pantry is open to help those who are in need. But on Saturday, July 16th we needed a few extra people to help with some demolition as the Food Pantry gets ready to move into the old Powell Antique Store space. Kevin Kruger, Bill Neis, Tony Serpe and Bill Trewyn were all on hand as the interior of the old building was prepared for the new ways it will be used. So, a hearty "Thank You" to them as the construction next door gets underway.

"Thank You" to our R.A.I.S.E. Construction Project Volunteers

When we needed the contents of the Fellowship Hall Cupboards moved out— Women's Fellowship stepped forward to help. When the Choir Closet needed to be packed up and moved— Mary Godfrey and others helped out. When the Boiler Room needed to be cleaned out— Jamie Lile helped out. When the plaster was completed in the entrance hall to Fellowship Hall and the new unisex bathroom— Carol Prchal offered to put on the primer and paint. Thank you to all of you who have helped out with the project so far— and I apologize if I have left anyone out!!



Meals On Wheels

- Aug. 15, Mon. Donna Riese
Ardelle Baur
- Aug. 16, Tues. Pastor Scott
Dr. Henry Mol
- Aug. 17, Wed. Bill and Jennifer Neis
- Aug. 18, Thurs. Sharon Jabs
Betty Gaiser
- Aug. 19, Fri. Merry Kay Opitz
Kathy Thies



FIRST CONGREGATIONAL CHURCH, UNITED CHURCH OF CHRIST, ELKHORN
Meeting of Church Council
Elkhorn, Wisconsin

Moderator Harold Morris called the meeting to order at 7:13pm. Others present were Pastor Scott McLeod, Ray Knutson, Patti Phillips, Ross Phillips, Ann Serpe, Bill Trewyn, Larry Waller, and Barb Townsend. Pastor Scott opened with prayer.

MINUTES May meeting minutes were presented. Ann made a motion to accept them as presented. Seconded by Ray and passed unanimously. (With no quorum for the June meeting, no official business could be conducted. Only a summary of the group's discussions in June was available. The summary did not require acceptance.)

TREASURER'S REPORT Treasurer's report was presented and discussed. Ann made a motion to accept the report as presented. Seconded by Ross and passed unanimously.

COMMITTEE REPORTS No committee reports were available.

PASTOR'S MOMENT Pastor Scott shared his family's vacation schedule with the group. He added that watching the construction progress on a daily basis for our church building has been exciting!

OLD BUSINESS

RAISE: Remodel And Improve to Serve Everyone Ann once again expressed her thanks for the dependable support from those involved with the RAISE campaign. People are making scheduled payments and all is going well, including electronic giving.

Food Pantry Larry shared a document from the people in charge of improvements for the Powell building. It lists schedules, people involved, etc. with phone and insurance contacts. Everything seems to be in well-designed order and Larry is pleased with the information he has received from those in charge.

Construction Report Scott reported the bathroom is ready for paint and tile. New steps for the entrance to the sanctuary level have been poured. The old staircase will be taken out next so the area can be prepared for the lift. Scott also reported that the multi media section of the building project will be moved up since we now have access to areas needed for wiring (i.e. open walls in this phase of the project). He also noted that some of the necessary hook-ups are in place and we just need to tie into them.

Turnaround Church and Five Practices Scott reported that we will be having an all-church gathering at the American Baptist Church in Delavan on Saturday, Sept. 17 from 10am to 2pm. This site was chosen because it is a building that is similar to our church, but one in which multi-media improvements have already been completed. Harold shared a possible schedule for the day: brief worship service and brunch, followed by a presentation on both *Turnaround Church* and *Five Practices* programs given by members of our church who have been involved with these programs. Small group discussions would follow. The day would also include a presentation by Pastor Mike Tia concerning the possibilities when a church is equipped with multi-media capabilities.

Federal Rebate on Health Insurance No money has been received for this yet, but the paperwork was completed.

NEW BUSINESS

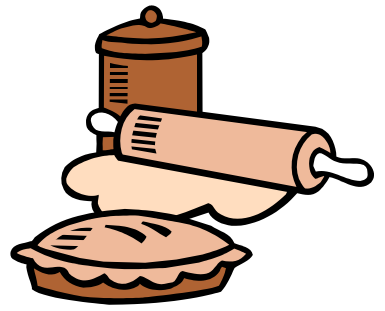
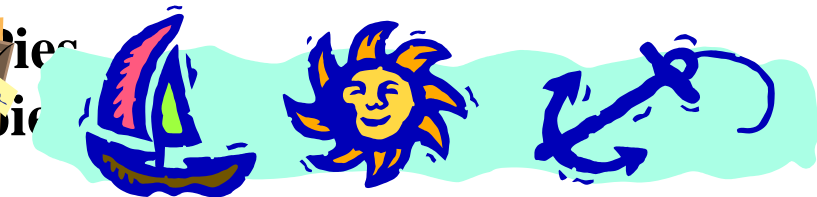
Conceal and Carry Law Wisconsin's new Conceal and Carry law will go into effect sometime this fall. Council discussed this at tonight's meeting. We will have the option of posting signs forbidding guns on the property if we so choose. (Salem UCC in Plymouth has a sign reflecting this idea with the Biblical quote, "Blessed are the peacemakers.") Members are asked to go back to their respective committees for feedback. Scott was asked to discuss this with other Elkhorn clergy to find out their plans for the new law, as well.

Upcoming Church Events Brat Hut is Saturday, July 23, 9 to 1:30 at Franks. Rummage and bake sale will be held August 5-6.




With nothing further, the meeting was adjourned at 8:23pm.

Next meeting: August 16th, 2011 at 7pm. **Please remember to get committee reports in on time!**

Respectfully submitted,
Barbara L. Townsend - Church Clerk

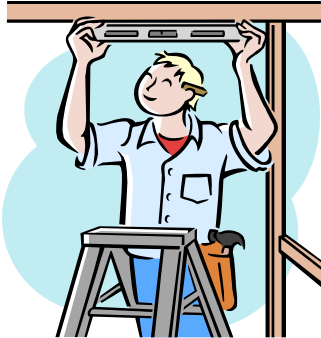


AUGUST 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 STEWARDSHIP & MISSION MEETS 6:00PM	3 5 PRACTICES MEETS 10 A.M. BOOK CLUB 6:30 NOREM	4 PUT UP TENT 2 PM	5 RUMMAGE &	6 BAKE SALE
7	8 	9	10 DIACONATE MEETS 6:30	11	12	13
14 	15	16 FINANCE COMMITTEE MEETS 6 PM COUNCIL MEETS 7 PM	17	18	19	20
21 TRUST FUND COMMITTEE 	22	23	24	25	26	27
28 	29	30	31 COUNTY FAIR STARTS 	SEPT.1	SEPT 2	SEPT 3 10:30 WORSHIP BEGINS

THE LINK NEWSLETTER

First Congregational
United Church of Christ
76 S. Wisconsin St.
Elkhorn, WI 53121



Duties for August 2011

DEACONS: George and Mary McCabe

*If you are unable to usher on your assigned Sunday, please call the Deacons with the name of your replacement in order that we may cover the responsibilities. Ushers are requested to be present 30 to 45 minutes before the start of church (Worship is 10:30am), on the Sunday they are assigned. Duties involve handing out programs showing people to the pews and helping at the Offering. Thank you for your participation.

	AUGUST 7, 2011 COMMUNION	AUGUST 14, 2011	AUGUST 21, 2011	AUGUST 28, 2011	SEPTEMBER 4, 2011 COMMUNION
Worship Leader	<u>DONNA RIESE</u>	<u>MERRY K. OPITZ</u>	<u>BRIDGET TREWYN</u>	<u>BOB BURTON</u>	<u>JENNIFER NEIS</u>
Greeters	<u>KYLE REED</u> <u>BARB TOWNSEND</u>	<u>MERRY K OPITZ</u> <u>CHERYL TRUESDALE</u>	<u>STEVE & JOANNE KRAMER</u>	<u>MARY GODFREY</u> <u>TOM & PAT BAILEY</u>	<u>BILL & JENNIFER NEIS</u>
Ushers	<u>HENRY R. MOL</u> <u>CAROLYN MORRIS</u>	<u>STEVE KRAMER</u> <u>PAUL CONNOLLY</u>	<u>DIANE FLITCROFT</u> <u>ADOLPH PIEK</u>	<u>CAROL PRCHAL</u> <u>KYLE REED</u>	<u>KEN & JANET HACKERT</u>
Acolytes	<u>DIACONATE</u>	<u>DIACONATE</u>	<u>DIACONATE</u>	<u>DIACONATE</u>	<u>DIACONATE</u>
Childcare	<u>CAROL BURTON</u> <u>SARAH MATHER</u>	<u>CAROL BURTON</u> <u>SARAH MATHER</u>	<u>CAROL BURTON</u> <u>SARAH MATHER</u>	<u>CAROL BURTON</u> <u>SARAH MATHER</u>	<u>CAROL BURTON</u> <u>SARAH MATHER</u>