



Welcome, Readers!

*Supporting and Encouraging Ministries of Resource Centers
for the
Building Up of the Body of Christ*

ASSOCIATION OF LUTHERAN RESOURCE CENTERS
Loaves & Fishes
June 2008 Volume 12 Issue 2



**Beth A. Lewis,
President &
CEO
Augsburg
Fortress**

(These are highlights from our monthly conference call with Augsburg Fortress representatives. In May, Beth Lewis was our guest. Thanks to Sara Johnson, RC director from Southwest MN-Redwood Falls, MN for taking notes.)

Beth started out by describing the “big picture” at Augsburg Fortress. She said how she appreciates the work of all of her 220 colleagues at AFP. She also appreciates how resource centers have helped in lifting up Augsburg Fortress as a ministry of the church, and in encouraging people to do business with them whenever they are competitive in quality, price and service.

2005-2006

Looking back, she describes 2005-6 as a period marked by the development of web-based resources, which saw AFP become the leading Protestant publishing house in online delivery. Here We Stand and Akaloo have been so successful that other publishers have licensed

the online structure and use it to deliver their own content. ELW has been very successful since it first appeared in October 2006. By now, something like one third of ELCA congregations have purchased multiple copies of the Pew Edition, and over 1,000,000 copies of the large ritual edition have been sold.

2008

Beth described 2008 as AFP's “Year of Investment.” Profits are being invested back into the publishing house, particularly in a complete new Information Technology infrastructure. She said that AFP now has 800-900 titles available via POD (Print on Demand), and PTO (Print to Order) titles. These are books that never have been published in quantity, but can be ordered by calling 800-328-4648.

APH will develop three new Sunday school curricula and two or three new adult Bible study programs in the first quarter of 2009. For Sunday school, AFP is working on one that will be lectionary-based, one that will be rotational, and one that will be a “traditional” walk through the Bible using stories. These will be web and print hybrids. Leader resources are likely to be on the web, but Beth said that the home connection, although customers asked for it, is not really being used. “Witness” will NOT go away in 2009.

Book of Faith

The Book of Faith initiative is a partnership between AFP and the ELCA Vocation & Education Unit. Special effort was made so that the introductory book, “Opening the Book of Faith,” would be very appealing. The goal is to have 75% of ELCA congregations signed on to the initiative by the end of 2010.



Two short adult courses, each with DVD and leader's guide, are scheduled for the third quarter of 2008. In the first quarter of 2009, we should see three new books: a Lutheran Study Bible (NRSV with notes and study features written by Lutheran teachers), a “Field Guide” to the Bible, and a “Lenten Journey” - a 40-Day piece using the Lutheran Study Bible as a centerpiece.

We closed with many expressions of thanks to Beth Lewis and AFP.

In this Issue . .

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Interchange with Irene

Images of Augsburg Fortress tour

A highlight of my trip to Minneapolis in May was a personalized tour of downtown and Augsburg Fortress that was graciously arranged and hosted by Leslee Nestingen. Beth Lewis joined us for lunch and Jenna and Leslee saw to it that my friend Kris and I saw the best of Minneapolis and Augsburg Fortress. The following is a word collage of images gathered on that afternoon.



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? **Meeting Leslee Nestingen in front of Westminster Presbyterian Church on a sunny, cool and breezy day in Minneapolis**

Taking a short walk to Brit's Pub on Nicollet Mall Street for lunch (they have an honest-to-goodness bowling green in the back!)?

□ **Sitting outside in the springtime sun (breezy—I kept putting on and taking off my jacket)— with Beth Lewis, Jenna, Leslee and my friend Kris for a fun “English” lunch**

A gift from Beth of 2 books “hot” off the press. Good conversation about Resource Centers and Synods. Beth running off to catch a plane for Arizona.

Walking tour of downtown Minneapolis and getting to see the new library (honest, the architecture is beautiful) Lots of art everywhere. Crab Apple trees in bloom.

Gracious hosting by Leslee and Jenna as they took us on a tour of Augsburg Fortress.

A fun glance at much work and creativity in progress!

Lots more workers (in cubicles) than I had imagined in light and airy rooms.

Room full of computers and monitors for training --they mean business!!

Leslee taking time to talk to me about our part in Churchwide assembly (in Minneapolis, 2009), and our display. I asked if they might help with signage for our display.

? **Leslee taking us on the elevated skyway and pointing us homeward after a fun and enlightening afternoon! Thanks, Leslee, Jenna and Beth!**

Just a reminder...

It is now time to join or renew your membership in the Association of Lutheran Resource Centers. Membership information and forms were mailed in early May. If you've lost or misplaced your form, please contact:

Carol Hughes at 717-264-5700 cbgres@lss-elca.org

Irene Flynn at 813-876-7660 ext. 229 IreneF@FBSynod.org

Some of the privileges enjoyed by ALRC members are:

Access to the ALRC electronic newsletter, Loaves & Fishes

Participating in monthly conference calls with Augsburg Fortress

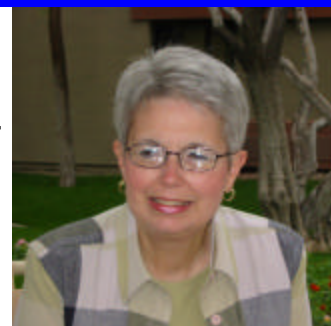
Access to the ALRC Membership online meeting via Luther Link

Help Your Congregation—by Julie Aageson

THE RESOURCE CENTER

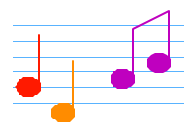
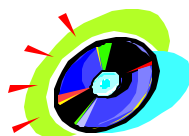
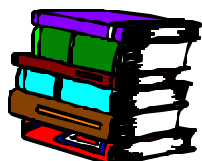
Ways for Congregations to Connect

- Invite congregations to include your resource center's website, brochures, bookmarks, newsletters in their communications
-
- Offer the resource center as meeting space for congregation councils, parish education committees, call committees, women's and men's groups
-
- Connect with church libraries to share resources and recommendations
- Welcome book studies, topical conversations, and other small group gatherings
- Ask to give a presentation at pastoral conference gatherings, theological conferences, conference assemblies
- Tap into the gifts and special interests of pastors and leaders in your synod to review resources, offer workshops, and lead brown bag lunch conversations



Julie Aageson, Coordinator, ELCA Resource Centers

ELCA Resource Centers serve as models for sharing the best resources of the church. Enlist pastors and leaders to help stimulate creative use of the resource center!



Did you know.....?

...when you are looking at the RQM main menu, in Dashboard view, you can click on any item listed within the modules; Upcoming Invoices, RQM Reminders, Recently Updated Items in RQM, Most Popular Resources, and RQM will create a list for you.

For example: in RQM Reminders one of the entries tells you how many resources are currently over 6 months overdue. Click on this statement and you will be able to view the list of overdue resources, the congregation that has them checked-out, the contact person's name and all the contact information!

****Back-up is very important, your data file in RQM is `rqm2data.mdb` Save this file and you will be able to restore your information.**

...you can have a pretty easy "conference" using your computer with another person at their computer, and see each other. The program is "Skype" and costs about \$40 from Wal-Mart. Karen Harthan, Darlene, Greg and I were on a conference today. We could only do it audio as the program wouldn't allow more than 2 machines. Other products out there probably allow more. It was fun to see each other and talk a little bit before the program kicked us out to audio.

...we will find out more about "feautor" in August at the ComCon gathering. It is going to be exciting to be on the cutting edge of this new feature.

www.elca.feautor.org

What's going on in your center?

What's your newest favorite resource?

From Greg Kaufman:

My favorite resources of late are two DVDs from Select Multimedia Resources. They are: Down and Out, and Luther's Legacy for Laity. I've been hitting the road in our synod teaching a mini course entitled "Lutheranism 101." I've adapted material from these two multi-DVD sets. Both compliment each other.

"Luther's Legacy for Laity" does a good job of explaining the two religions most of us walk around with. The first is our attempt to somehow participate in our own salvation (up ladder theology). The second is God's coming all the way down to a manger and a cross (down religion).



"Down and Out" builds on this and says, OK, if God does all the heavy lifting, and we don't have to climb up to God, then we have a lot of free time on our hands. What is God inviting us to do with that time? If we don't have to spend our time impressing God that we are worth saving, then we can join God in God's world serving our neighbor.

I could go on, but you get the point.

I recommend that congregations purchase both DVDs and use them together. "Luther's Legacy for Laity" is four DVDs, each two hours long and divided into 12 - 18 minute sections.

"Down and Out" is two DVDs each with three 20-25 minute sections. Both DVDs have multiple presenters. Both are available from Select Multimedia Resources at: www.selectlearning.org

From Carol Hughes:

One new resource that I like is the new little book from AF "Crazy Talk – A Not-So-Stuffy Dictionary of Theological Terms". I can see it being used with the Lutheran Course. Its quirky humor wouldn't appeal to everyone, but it sure makes a lot of terms much more understandable.

From Karen Harthan:

My favorite new resource is a DVD from Bluefish TV. This DVD is called "Mooooo!", it has 6 humorous video clips. My favorite is clip is, "Witnessola" (1:07). A park scene, two young men each sitting on a park bench, one is being fed lines, from a clergy person, through a speaker in his football helmet. One asks questions, and one answers with the help of his prompts. Just like in a game of "telephone" the message gets all mixed up! We purchased the 2008 Youth Ministry Kit, including the Fishing License (permission to download 25 video clips for the Center and our member congregations - EACH).

I know you said one BUT, I am so very excited about purchasing The Parent Link from Group! www.theparentlink.com Once a month we will receive a newsletter that targets the parents of 7th - 12th graders, it will be shared, via email, with our Youth Leaders. The Youth Ministry Leaders will be able to add their church logo, add customized program information, calendar and photos – or they can use it "as is".

From Irene Flynn:

The DVD, "The Power of Forgiveness" with Elie Wiesel, Thomas Moore, Marianne Williamson. This DVD not only listens to powerful stories from people who have had much to forgive and who have forgiven much, but it looks at the Amish, to whom forgiveness is woven into the fabric of their lives. Another important segment is the look at the scientific study of forgiveness and it's benefits to the human body. For more articles and discussion helps go to www.thepowerofforgiveness.com

From Julie Aageson:

Without a doubt, it's a book called "Take This Bread: A Radical Conversion" by Sara Miles. Its' a story about the power of sacramental life and the radical transformation that takes place through meals, inclusion, attention to hunger, and God's overwhelming grace and mercy. It's a stunning account of Christian life.



What's your favorite Nooma dvd's?

From Linnae Grabner-Hegg:

I haven't seen them all, but of the ones I have; Lump, Kickball, Noise and Rain. Luggage especially resonated with me and Flame was watched over and over by my 22 year old daughter as she tried to define her current relationship with a boy/man. I would agree with Carol, trying to pick a favorite is difficult. I'd get them all.

Getting to know...by Karen Harthan

The Resource Center, Clear Lake IA



The Resource Center (TRC) is an Ecumenical Resource Center serving Iowa and Illinois. The Resource Center was founded in 1974 and is located in Clear Lake IA. (about 35 miles south of the MN border). The Resource Center is owned by Zion Lutheran Church in Clear Lake IA, and is an independent ministry of Zion Lutheran providing its own funding from; congregational memberships, RQM, and gifts/grants.

TRC has one full-time staff person, Karen Harthan, and one part-time bookkeeper, JoAnn

Norem, who also volunteers 3 days each week, and a host of kind individuals that help out. Arlene,

is a faithful volunteer who gives us one day each week and has been doing so since Jan. 2007! Arlene

is helping us enter new resources, and better understand some of our Catholic resources. Elena, is a

HS student who will be volunteering this summer, she will be helping scan and convert our paper

Open File Ideas into a PDF format, making them ready for posting to the web site or emailing without

cost. This will help us to be more earth friendly and cut down on our cost. Janet and Joyce, yes -

more volunteers! have been busy adding a new type of resource to our collection, Choir Music! Congregations

will be able to stretch their worship budget by checking out all the selections used by their

choir or by supplementing the need for new purchases. Many other volunteers give of themselves,

whether it is folding, sealing, painting, or sharing their experience with others, we couldn't continue

without these generous people.



The Resource Center is also known for the ReQuest Manager 2 software. RQM was designed

to be used in resource centers helping to track and maintain their collections, and perform the daily operations

of a media center. Kirk Severtson, Lead Programmer, is currently planning new features to add to RQM.

The Resource Center director - Karen Harthan

From Carol Hughes:

Of the ones I've seen and from remarks of those who have used them, favorites would be: Lump, Luggage, Dust, Store, Today, and Rain. But let me say also that I've come away with something out of everyone I've seen so picking favorites is very difficult! I'm anxious to see each list!

From Julie Ageson:

Among my favorites are Dust, Lump, Bullhorn, Rain, Open, Rhythm. Truthfully, each one of them conveys such grace and insight into our relationships with God and with one another that if you can scrape together the \$11 or so for each one, I think you'd be wise to get the whole set. They are used by groups of all ages and circumstances which is pretty unusual.

We also have a couple copies of "Velvet Elvis: Rethinking the Christian Faith." This book by Bell is a very fine small group discussion resource. I highly recommend it. We also have his first Chicago presentation called "Everything is Spiritual"--a little disappointing to my mind. We've ordered the second (just out), titled "The God's Are Not Angry."

From Karen Harthan:

I haven't seen them all but my favorites are Rain, Noise, and Name.

From Karen Matthias-Long:

I haven't seen them all, but of those I have seen, I like Rain, Rhythm, Dirt, and Rich best. If you need an excellent stewardship DVD on your shelves, be sure to get Rich!

From Catherine Fink

My favorites are Rain, Lump and Kickball. Great for all ages!!

And the winnah is!

Rain! with 5 votes

Lump with 4 votes

Kickball with 2 votes

Rhythm with 2 votes

Dust with 2 votes

Thanks for responding to our informal survey!

What are you weeding out these days?

Weeding... we are weeding out multiply copies of old resources, and resources that state outdated facts in areas of social concern. We are lucky to have good BIG space which allows us to keep many old things and keeps the 'need to weed' minimal. -Karen Harthan

We've made major headway this spring weeding open files and in a pretty thorough weeding of videos. But it's an ongoing challenge. -Julie Ageson

This summer, I'm trying to weed out really old videos and look for newer DVDs that might replace them. I hate to get rid of some of these, but in this day of High Definition, the graininess of the videos detract from the message -Irene Flynn

Are your summers busy or slow?

My summers used to be slow and I could catalog and reorganize. Lately, they've been busier since planning for the fall and winter seem to intrude earlier and earlier. -Irene Flynn

The number of resources requested during the summer seems to slow down just a little. We tend to see a higher number of Centers contacting us in the summer -- while they have time/budget to update computers, programs, and networks. Lots of dreaming and 'is it possible' questions, fun to be part of the dreams of others and gives me ideas, too! -Karen Harthan

This center is closed in July and generally, summer is a slower pace. In the upper Midwest, people can't wait for summertime. There is a mass exodus to lake places, vacations, the Great Lakes and Boundary Waters, and wherever else they can soak up the outdoors. Churches feel this especially

Continued on page 7

with consistently low attendance in the summertime. People may be going to church but not in their home congregations. –Julie Aageson

What new website have you discovered?



www.constantcontact.com - an email management tool. We are currently using the 60 day trial, it will be a helpful tool. My congregation began using this company/service first of the year and it produces a very professional, cutting edge newsletter. Inexpensive, easy to use, hundreds of templates to create; newsletters, cards, and invitations in a more dynamic up-to-date email format. The reporting tools will also help target needs, likes, interest and more by the links used by readers. –Karen Harthan

<http://www.teal.org.uk/index.htm> has a wealth of leadership resources that can help people build their leadership skills. –Irene Flynn

Right now, I'm going to sites of well-known theologians where they've posted autobiographical material. This is part of a new collection called "In Their (Almost) Own Voices: Faith Journeys of Theologians." I'm also trying to figure out MySpace but truthfully, I can barely keep track of the websites I use regularly. –Julie Aageson

Hear Ye, Hear Ye –we need your help!

The Little Lutheran, which turns 1 year old in July, is revamping its web site (relaunch scheduled for the end of August) & we're hoping to add monthly resource reviews to the site.

Can you help by providing these online reviews? Here are our specs:

Your submissions ...

... must review resources that can be used by children aged 0 to 7--- OR resources that help adults to parent/grandparent/godparent this age group.

... should say who it's for, what it is, why it's great, where they can find it, & how (or when) to best use it.

... can be as short as 2-3 sentences or a couple paragraphs, if you choose.

... can be topical or evergreen.

... need to fill each of the following categories: book, DVD, music, and website. (Each month, we need at least 1 review per category. However, if we receive more, we will use them all, although we may hold something that would also apply to another month. Please send them anyway! We'll try to use them ALL!)

... should carry your first & last name, and the name & location of your resource center.

First deadlines & topics are:

*July 7: (September issue) Forgiveness.

*August 4: (October issue) Anything that helps very young children understand Martin Luther/Reformation.

*September 1: (November issue) Sharing/stewardship

*October 6: (December issue) Christmas/resisting commercialism

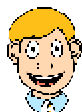
So on or before July 7, we need:

* at least one book for children under 7 on forgiveness

* at least one DVD for children under 7 on forgiveness

* music – at least one CD, hymn, song,

* web site



The Little Lutheran



Dear Crabby...—answers your questions

Dear Crabby answers your questions about the Communicator's Conference to be held in Chicago, August 7-10, with the Pre-Conference time on August 6 for ELCA Resource Center Directors. Questions? Contact Irene Flynn at 813-876-7660 x229 or Carol Hughes at 717-264-5700.

Dear Crabby,

Why should I come to Lutheran Day in Chicago this August?

—Wondering Wanda

Dear Wondering Wanda,

Ha! Why? Because, first of all, it's FREE! Each Resource Center gets a scholarship for food, room, and program! Who doesn't want to come—see good friends, laugh, learn a little, and plan a little? All you have to pay for is transportation!



Dear Crabby,

Okay, then why should I even want to STAY for the Communicator's Conference?

—Foot Dragger Flossie Mae

Dear Foot Dragger Flossie Mae,

Oh, a few reasons like – excellent keynote speakers, inspiring worship and a wider vision of the church. Networking with communicators (who doesn't want to learn more about communicating more effectively?) and ELCA staff. Besides, ELCA Resource Centers are partners and beneficiaries of the Communications Department of the ELCA. (Hey—I bet these communicators know about podcasts, youtube and other technology that's way beyond me. Maybe it'll rub off on me!!) And maybe we'll rub off on the communicators! It would be great to have them help advocate for Resource Centers!

Dear Crabby,

Okay, so the keynote speakers and worship may be good at the COM CON conference—what about the workshops? They don't seem to benefit Resource Center Ministry....

—Reticent Ruthie

Dear Reticent Ruthie,

Don't seem to benefit your ministry.....look again with new eyes!! "Marketing as Servant Leadership"—believe me, I'm always marketing the RC!! Or even Graphic Design to help with newsletters and better looking flyers. "Creating a Web Presence on the Cheap" could help with your web page or "Say it with Story" what are our stories of the Resource Center? "Care and Feeding of your Audience" – Who is our audience—have we thought about it or "Basic rules of Branding." What makes people remember your Resource Center?

Dear Crabby,

How will this conference help me in my day-to-day Resource Center Ministry?

—Inquiring Ivana

Dear Inquiring Ivana,

As Resource Center Divas we are always reinventing our centers and ourselves. Why not look to "outside eyes" – Communicators to help us do that? Get outside of your area of expertise to make you more competent in what you are doing! It works!

Say, are you any relation to

