



## Advertising Pays!

If you were fortunate enough to see the recent limited run of the UCC "Steeple" ad on cable TV, you were treated to a fine piece of advertising. This is the one with the cute little girl saying "Here is the church, here is the steeple; open the doors and see all the people" while using the hand motions we all learned as children. Then, flashing across the screen, are colorful pictures of humanity in all its incredible variety while the announcer intones: "All the people, all the people." A non-UCC woman I met last week told me this ad brought tears to her eyes. She was not alone.

Our national staff reports that traffic to the home page of the UCC web site increased 27% during the ad run, and visitors to the "find a church" page were up 29%. In addition, 1,100 new users signed up to receive UCC email updates.

Yes, advertising pays! It also can be incredibly expensive—or not. When was the last time you told someone about your church? When was the last time you invited someone to worship or to a church event. It's so simple, really; so easy. Why not give it a try!

*Verne*

## Colombia Trade and Rights

Human rights investigator, educator, and organizer Freddy Caicedo will speak Thursday evening, **October 23** at George Mason University in Fairfax about human rights and the proposed Colombia Free Trade Agreement. He argues that the NAFTA-style proposal would worsen income inequality and workers' rights in Colombia. The event, co-sponsored by Wellspring UCC, will take place at 7:00 p.m. in Student Union II, Room 5. See <http://www.gmu.edu/welcome/Directions-to-GMU.html> for directions, maps, and public transportation options. To find out more about the speaker, contact Ben Beachy (*wfpma [at] witnessforpeace . org*).

## A Morning with Dan Romero

Come **Sunday, October 26** for an exciting opportunity as we welcome Rev. Dan Romero, international ecumenist and economic justice and immigration activist, to our pulpit to preach for Everyone In Worship Sunday. At 11 o'clock he will address the Public Policy & Faith class and answer questions. Adults and teens are encouraged to participate.

The UCC Daniel F. Romero Center for Border Ministries is a likely site for one of the Y-GELI experiences this summer.

## Conversations About Racism

The UCC Potomac Association continues its series of "honest and challenging conversations about racism" on two Saturday mornings at 9:30-11:45.

On **November 1**, "Immigration & Racism" will be discussed at National City Christian Church, 5 Thomas Circle NW, Washington ([www.nationalcitycc.org](http://www.nationalcitycc.org)).

The final dialog, "Urban Poverty and Racism," will take place **November 15** at Covenant Baptist Church, 3845 S Capitol Street SW, Washington DC 20032 ([www.covenantbaptistdc.org](http://www.covenantbaptistdc.org)).

## Men's Lunch Rescheduled

The men's lunch normally scheduled for the fourth Thursday of the month will take place **October 30**, the fifth Thursday. All Little River men are welcome.

### What's Current...

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**Next deadline: Thu. October 30, 4:30**  
[lruc.org/Currents/Currents\\_Schedule.html](http://lruc.org/Currents/Currents_Schedule.html)

## Classes in Music and Spirituality

Beginning on **October 31**, church musician and music therapist Mary Morreale invites you to four Friday mornings of "Music and Transformation" from 10:30 to noon. These are unique opportunities to explore life changes and your own spiritual journey in the ways described above: through music, prayer and creative arts. Come to one or all four classes.

Mary, a recently arrived friend of Little River, is a commissioned Minister of Music in the UCC and has served as minister of music and spirituality in churches in western New York and Connecticut. As a certified music therapist, she works in part with older adults in care facilities, providing a container and experience for adults to explore their own spiritual journey through music, creative arts, prayer and meditation.

Come and learn about the many ways that we grow in Spirit through music. For more information, visit Mary's website ([www.empowerinnovations.com](http://www.empowerinnovations.com)).

## Energy and Security

On **Sunday, November 2** at 11:00, Public Policy and Faith welcomes Anne Korin, chair of Set America Free Coalition and co-director of the Institute for the Analysis of Global Security (IAGS). Anne will speak on how energy has become a vital element of global security, and how our nation can free itself from the grip of foreign energy. IAGS, a non-profit public educational organization focused on energy security, supports technologies that can be commercialized rapidly, harnessing domestic resources using next generation technologies with the goal of completely displacing imported oil. IAGS accepts no corporate or government funding or endowments in order to maintain its independent posture.

Please invite friends and neighbors to this talk.

## First Friday: Git Along, Dogies!

Saddle up for fun at the First Friday Ranch on **November 7!** The corral will definitely be OK, with activities, games, crafts, and chow straight from the Old West. Wear your cowboy duds, if you have a hankerin'. (but leave the shootin' iron at home; this here's a right peaceful ranch.)

As always, First Friday provides good fun and a caring environment for children six months through sixth grade while parents get time to themselves. First Friday is open to all, both in and outside our church family.

Register online at [www.lrucc.org](http://www.lrucc.org): click on Our Life Together > Fellowship > First Friday and follow the link to the registration page. Or e-mail Lorri ([firstfriday \[at\] lrucc \[dot\] org](mailto:firstfriday@lrucc.org)).

## Book Group: India in Ferment

The Women's Book Group is reading *The Inheritance of Loss* by Kiran Desai to discuss on Sunday, **November 2**, at 12:15 pm. All church members and friends are invited to participate.

This award-winning novel is set in the Darjeeling District of northeastern India, a narrow spit of mountainous land that extends north between Nepal and Bhutan. A seemingly endless array of fascinating characters brings to life the tensions between colonial India and modern India, between varying ethnic heritages, between the East and the West.

## Aging in Action: Life and Death

In its next Sunday afternoon sessions, Aging in Action explores how to maintain an active mental life and gives insight into the last stage of life's journey. Both meetings take place 4:30-6:00.

**November 2: Brain Fitness for Aging Well:** Little River's consultant on aging, Teresa Dunbar, will lead a lively and important discussion on how our brains change as we age and—most importantly—how we can improve brain functioning. She will outline helpful steps to maximize our overall capabilities as we age. Learning how to function at our best makes this session a "don't miss" for all.

**November 16: Demystifying Death:** The program begins with a look at the physical process of dying. First, Albert Kassabian, Esq. will discuss the legal and physical aspects of the death process, including a brief review of Sherwin Nuland's book *How We Die: Reflections on Life's Final Chapter*. And Dr. Richard Binder, a long-time local oncology specialist, now retired, will illuminate life's final stages from a medical perspective.

Next, Ginna Minasian Dalton will explore the theology of dying from the perspective of her own experience, and Linda Anderson will draw on her career as a former hospice nurse and current executive director of US Oncology to lead a discussion on comfort, support and love at the end of life.

Those who would not feel comfortable at the medical presentation are welcome to arrive at 5:00 for Ginna's and Linda's discussions.





Like many others lately, I have been remembering "Beck," our Pastor Emeritus, who passed away on October 12. One memory dates back about three decades, to the early years of our family's membership at Little River. I recall thinking at the time, "This church can raise sufficient operating funds without the usual hoopla of a fall focus on stewardship. How amazing!" Perhaps the folks responsible for achieving a balanced budget remember those years differently, but that's my memory.

Times have changed. Thirty years ago, we're told by demographers, many people supported their church and other iconic causes (American Cancer Society, American Red Cross, etc.) generously and without much question. That's what society expected; that's what folks did. Today whole industries exist to help churches raise funds, providing everything from lapel buttons to how-to books, from consultants to compelling printed materials. Many people today ask to be convinced before making a commitment; the church cannot assume their financial support, but struggles with finding the "right" message or the "right" graphic or the "right" time to talk about giving.

And yet the cause remains the same: the cause of furthering the blessings and the work of the church, of Jesus Christ, in the world.

We talk about how much easier it is to raise funds for a specific goal—choir robes or a grand piano or even a new addition or Jubilee Room—than for our day-to-day ministries of pastoral care, Sunday sermons, Christian education for all, inspiring music, fellowship, and life-changing missions. Not to mention the mundane but essential costs of phones, heat, light, snow removal—or that perennial favorite, roof repair.

Let's think about the segments of our budget as essential projects. Our narrative budget—look for it in a mailing with pledge materials later this month—assigns costs among six areas of activity: Worship, Learning, Outreach, Caring for One Another, Building Fund, and Ministerial Transitions (costs associated with our transition to new pastoral leadership). Ministries become more than line items in a budget. By thinking about Little River's expenses in this way, we can more easily understand the importance of our giving.

But narrative budget or special projects aside, we give in gratitude for God's blessings in our lives. We give to advance the work of the church at large and Little River United Church of Christ. We give because of

all that the community of Little River UCC gives to us. Even in these times of financial uncertainty, finding the "right" message or button need not be an essential ingredient of our stewardship effort. Yes, *Stewardship is What We Do*—slogan or not—and when we return our pledge cards during worship on November 9, we will be doing some stewardship.

*Jan Curtis*

Chair, Stewardship Committee

## Tents of Hope: Help Needed

**Volunteers on the Mall:** Imagine the National Mall alight with 500 tents, brightly painted with messages of hope for the refugees of Darfur and glowing like lanterns in the night. Better yet, see it for yourself by helping downtown during the culmination of the year-long Tents of Hope campaign!

Over the past year, groups from 45 states and nine countries have created Tents of Hope to focus awareness on Darfur and raise funds for humanitarian relief.

Help is needed each day from **Friday, November 7** through **Sunday, November 9**. You can help transport tents to the Mall, set up tents, register participants, aid at workshops or the Saturday evening benefit concert, usher at Sunday worship, or load tents for shipment to Africa. If you wish to volunteer, please contact Amber Neuroth ([tentsofhopedarfur\[at\]gmail\[dot\]com](mailto:tentsofhopedarfur[at]gmail[dot]com)). If you have questions, or if you can house out-of-town participants, contact Carrie Douglas ([bdouglas1\[at\]cox\[dot\]net](mailto:bdouglas1[at]cox[dot]net)).

**Calling all (old) cell phones:** Through **Sunday, November 16**, the Senior PF is collecting used cell phones for recycling by Eco-Cell. Proceeds will be given to Tents of Hope and other groups working to end the suffering in Darfur. Look for the colorful box on the table in the atrium.

## Work Days and Projects

Thank you to the many volunteers who came out and helped on our September 27 work day. The weather wasn't great, but we completed many indoor projects. (Did you notice that your pew is less wobbly?) The next work day is scheduled for **Saturday, November 29**, and we will be raking leaves. If you're staying home for Thanksgiving, this will be a great opportunity to work off some of those turkey dinner calories (but beware: coffee and donuts will be provided). Bring the whole family!

If you can't make one of our scheduled work days, we have lots of indoor and outdoor projects that can be done whenever you have time. Please contact Joanna Knoll ([knollfamily1\[at\]cox\[dot\]net](mailto:knollfamily1[at]cox[dot]net)) or Ben Northrup ([fbniv\[at\]aol\[dot\]com](mailto:fbniv[at]aol[dot]com)) for more information.



## Paper Recycling

Did you know that we recycle mixed paper? There are collection boxes in the office. If you are using the building for meetings or other events, please keep this in mind. If the office is locked, you can leave the paper outside the door (neatly stacked and clearly labeled for recycling).

We recycle all kinds of office-type paper, glossy publications, brown-bag type paper, cardstock and poster board, and newsprint. Staples and envelope windows are OK, but please remove tape, plastic stickers, and other foreign material. Do not recycle paper towels or tissues, greasy paper, plastic-coated paper (rip it to test), "carbon-copy" paper, "kraft" utility paper, or paper with insoluble material such as glue or latex paint. Please separate newsprint and corrugated cardboard from other paper & cardstock.

Thank you to Hube Beckwith, who takes the paper to a recycling facility. Other volunteers are welcome!

## Bring Your Own Soda

In keeping with our ongoing efforts to conserve energy, the soda machine will be removed from the building in the near future. Many thanks to the Howard family who donated the machine several years ago, and have faithfully worked with the PF groups to keep it stocked and collect the proceeds for PF projects. If you bring your own soda to church functions, please remember take your cans or bottles home for recycling!

## Get Alerts!

Would you like to receive an e-mail notice when there is church-related, time-sensitive information to be shared? If you haven't already, please register by sending an e-mail from each computer where you want to receive an alert (we recommend both home and work). Send your e-mail to [getalerts@lrucc.org](mailto:getalerts@lrucc.org) with subject "get alerts." No other text is needed. You will receive a response very soon afterward—if no response, it did not work, so check the address and try again.

## Neighbors in Need: Not Too Late

As of October 12, Little River has received \$4,220 in gifts to the annual Neighbors In Need appeal. If you have not yet offered your gift, please do so before the end of the month. Please make checks payable to Little River with memo NIN or Neighbors in Need.



# LITTLE RIVER

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## Links: Events, People, News

- **Calendar:** Find out about church events at [www.lrucc.org](http://www.lrucc.org) by clicking on About Us > Calendar, or pick up a printed copy of *Currents*.
- **Passages:** Pick up a printed copy of *Currents*, or subscribe to the e-mail edition, to share the latest celebrations and concerns in our church family—as well as the latest address, phone, and e-mail updates and changes in our church organizations.
- **UCC news:** Read the latest news from the United Church of Christ and learn about our denomination at [www.lrucc.org](http://www.lrucc.org) > About Us > Our Links > The UCC
- **Currents by e-mail:** See the *Currents* web page at [www.lrucc.org](http://www.lrucc.org), > About Us > Newsletter: *Currents*, or write [webteam@lrucc.org](mailto:webteam@lrucc.org).

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