

TheLink



The United Methodist Church of Patchogue

July/August 2012 Edited By George Hoag

Let's Be More Like Apple

A few days ago, this article came across my desk; it was used by a clergy colleague at his congregation. I wanted to share it with you because I think it pertains to life in a community. It also might relate to our lives here at Patchogue UMC. Here's the article By Guy Kawasaki. Take a look and let me know what you think.

In the decade since Steve Jobs and former head of retail, Ron Johnson, decided to re-imagine the retail experience, the Apple Store not only re-imagined and reinvented retail, it blew up the model entirely and started from scratch. In his research for The Apple Experience, Carmine discovered ten things that the Apple Store can teach any business in any industry to be more successful:

1. Stop selling stuff. When Steve Jobs first started the Apple Store he did not ask the question, "How will we grow our market share from 5 to 10 percent?" Instead he asked, "How do we enrich people's lives?" Think about your vision. If you were to examine the business model for most brands and retailers and develop a vision around it, the vision would be to "sell more stuff." A vision based on selling stuff isn't very inspiring and leads to a very different experience than the Apple Retail Store created.

Worship In July & August

July 1—Guest Speaker Ernest Ikpe, 2 Sam 1:1, 17-27, 2 Corinthians 8:7-15

July 8—Guest Speaker Tom Bracken, Rose and Grace, Psalm 123, 2 Corinthians 12:2-10

July 15—Rev. Ernesto Sanchez, When the Church Is the Church, 2 Sam 6:1-5, 12b-19, Mark 6:14-29

July 22—Guest Speaker, 2 Sam 7:1-14a, Ephesians 2:11-22

July 29—Guest Speaker, 2 Sam 11:1-15, John 6:1-21

August 5—Rev. Ernesto Sanchez, 2 Samuel 11:26-12:13a, Ephesians 4:1-16, John 6:24-35

August 12—Rev. Ernesto Sanchez, 2 Samuel 18:5-9, 15, 31-33, Ephesians 4:25-5:2, John 6:35, 41-51

August 19—Rev. Ernesto Sanchez, 1 Kings 2:10-12; 3:3-14, Ephesians 5:15-20, John 6:51-58

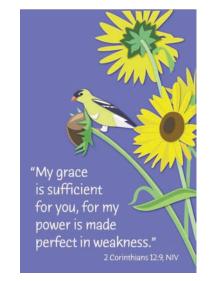
August 26—Guest Speaker Barbara Becker, 1 Kings 8:(1,6,10-11), 22-30, 41-43, Ephesians 6:10-20, John 6:56-69

Translation: Stop worrying about membership and about whether people will join—the church's equivalent of selling stuff. Instead, ask people why they're here, why they've come, what they're looking for, and how this congre-

gation can aid them in their walk with God.

2. Enrich lives. The vision behind the Apple Store is "enrich lives," the first two words on a wallet-sized credo card employees are encouraged to carry. When you enrich lives magical things start to happen. For example, enriching lives convinced Apple to have a non-commissioned sales floor where employees feel comfortable spendingas much time- with-a-customer as the-

Continued on Page 7



circle of Concern

For Bereavement:

For the Sheffield Family on the first anniversary in heaven of Bryon Sheffield.

For Guidance:

Lisa D., Barbara McAllister, Ray Clark, Cat Placement and Rescue, Michael Dellazizzi and family, Michael Amarati, Philip Demacos, Joanne, Robert C. Hiene, the Americo Family, Rose Conti, Holly Nelson, Lisa Prince, Joan, the Neuman family, Wilfredo Franco, Mary (co-worker of Betty Rice), Monica, Patrick Keena, Sheila Dreaper, Sofia and her family, John Casale, Our Troops and Veterans; Dean and family, Rachel Nason, Carlos Alvarado, Tim, Paul, Christine, Carol Moore, Raquel Miller, Emma Easley, Tom, Mike, Matt, Brian, Justin, Ray Anderson, Lori, Irene Catalino, Justin and Dean Angell, Pat, Lisa, Ben and baby Anna, Heather Reiss, James Wright's Grandmother, Barry Burrell, Linda, Stephen Martin, Lori Purificato, Ashley Lauren, Jose Garcia, for those in our church community who are fighting against cancer; Linda Morgan, Luigi, Maureen, Tom Mansfield and friends, Emma Evelend, Lisa, Barbara Rago, Catherine Weber's aunt, Esmeralda Coppola, Carmen Marrero, Loriann, David, Kathleen Russo, Alicia Evans, Debbie Holand, Jemma, Barbara, Katie, Anna, Suzanne, Amanda Garcia, Doris May, Margaret, Lois, Laurie, Bonnie Smith, Debbie Turpeau, Julio, Marvin Rice, Arthur Rice, Lisa, Paul Walkawitz, Debbie, Tom Kerr, Laura Jacobs, Mr. Dominic and family, Mrs. Snick, Sarah and Justin Tann for a healthy pregnancy and birth of their first child; Barbara Jehle, Elise Gavrock, Steve, June Barile, Luke Gonzalez, Debbie Reading, Ted Dew, and for comfort and healing for Raymond and Randy Prince on the passing of Tina Prince, the Elam Family, Paula Rowe, Susan McDowell and Jennifer Femister and family, David Purificato.

These Who are Hospitalized:

Josh Boneventure, Frank, Nana Grace, Nancy Marshall, Bertha Smith, Lee Hollowell, Mary Payne, Debbie Fiore, John Vanderzalm, Layden John Clark, Mary Zatorski, Dan, Ernest Boyd, Chris, Phil Ianello, Emily, Earl Hartsfield, Mike D., Joseph Hawthorne, Emma Rasley, Angelo, Kelly Seeman, Rebecca Hendersen, Gil Brown, Pat Ward, Pat, Christina Broom, Barbara Asmus, Glenn Hollins, Susanna Davies-Pepper, Todd Skwirz, Mike Welsh, Joyce Ferrrante, Kathleen Russo, Caroline Moore, Amelia McCarthy, Corinne Burdett, Pat Bayne, Ronald Mansell, Linda Carrol, Pat Q. Bayne, Gail Devery, Carmelo Espiritu, Doc McNight, Maureen Grippi, Debbie Turpeau and Rich Kaufold.

These at Home:

Joseph Weinzettle, Natalie Burnett-Lynch, Kathleen Chodorski, Kyra McCarthy, Debi DelRossi, Belle Barile, Tom Furman, Lisa Lopez, Dorotea Sanchez, Mary Jones, Timothy Oliva's Aunt Susan, John Krulger, Shelly Granger, Marie Lino, Marta, Donna Herrick, Philip Rudolph, Jytte & Nils Sorensen (Geri Sheridan's relatives in Denmark), Robert Dodge and Suzanne Olivotti-Dodge, Sandy Burrell, Ted Davies, John Casale, Mr. O'Keefe, Lorraine Greco, Emily Navidad, the Moultrre Family, Kim Farrel's daughter, Ceil Witt, June Barile's parents, Muriel Vilar, Guillermina Alverio (Pastor Sanchez's mother,) Catherine Interrante, Arthur Rice, Glenn Hollins, Beth Widera, Conrad Queen, Marie Cirillo.

* Please contact the Church Office if someone should be removed or added

These who are in Rehab or Nursing Care Facilities:

Alice Zahnd in Patchogue Nursing Center, 25 Schoenfeld Blvd., Patchogue, NY.

Hazel Nargi in McPeak's Adult Home, 286 N. Ocean Ave., Patchogue.

Rachel Nason in McPeak's Adult Home, 286 N. Ocean Ave., Patchogue.

Esther Davies in Brookhaven Health Facility, Room 78D, 801 Gonzolla Drive, E. Patchogue, 631-289-3150.

Peter Moor in Veteran's Home at Stony Brook University Hospital, Stony Brook, NY.

Pray for our church and her future directions!

What's New In Sunday School

I want to thank our teachers for all their hard work this past year.

Debbie Kolacki—I honestly don't know what I would do without you. Your tireless work for our church and our kids is very inspiring to me. I thank you for all your help this year

Don Kolacki—I've said it before and I'm saying it again, I love your children's sermons! Thank you so much for inspiring our kids every week and for everything you do to help our church.

Suzanne Olivetti-Dodge—I will give you no end of credit for taking on our little ones. You do a great job and I love the projects Sarah brings home with her. I wish you all the best with your little one and don't hesitate to call if you need anything.

Marilyn Franco—I want to thank you for your unending enthusiasm,

Continued on Page 5

Stewardship

Summer is upon us. Vacations, long hot days and the need to kick back and relax is part of the season. Please keep your church in mind and support our many programs this summer.

Wesley Dinners continue to serve our community. We are thankful to six good stewards who helped to buy a brand new freezer. Lenny Pearson obtains a lot of food for the Dinners from Island Harvest. Until now she could take only small amounts of perishable food. Now we can freeze produce and other foods for future dinners.

Wesley Dinners served ninety meals on May 24. It is great to see so many volunteers for the two hours of the meal. There are hours of preparation the Wednesday night before. We are indebted to the Shadbolt family and Lenny Pearson for their fidelity. Our chef Steve, his wife Joanne and daughter Courtney all work three hours those Wednesday nights. Thank you.

The free lunches for school children will begin on July 2. Many children depend on free school lunches. When the summer vacation begins, these lunches end. Barbara Becker has been meeting with the coordinator of these lunches and will need volunteers for from ll:30 AM to 2 PM each weekday. The Federal government subsidizes the lunches that are prepared by Island Harvest. Barbara still needs volunteers to serve the lunches. Please volunteer so that hungry children can get at least one good meal a day this summer. Call Barbara at 475-1792 so she can schedule you to follow Christ's request to "feed my lambs!"

The Patchogue Community Garden

gave our church two 4 X 10 foot plots at the Village recreation department building on Bay Avenue near the bay. The plots were planted by Barbara Becker, Carol Kirschner, Ivette and Abdiel Sanchez. The produce grown will help support the Wesley Dinners and our Food Pantry. Our Confirmation class and MYF will tend and harvest the produce.

Our Junior MYF (grades 6-8) will be making sandwiches the first Saturday of each month at the Commack UMC. Our Peanut Butter & Jelly Gang under the leadership of Raquel Miller, meet at 8 AM to make sandwiches to help feed the hungry of Long Island. Our congregation has supported the MYF through donations of peanut butter, jelly, plastic sandwich bags, paper towels and plastic plates. They really appreciate your support. A box for these donations is in the office. Sandwiches are given to some 130,000 people each week. Thank you for helping the MYF to fulfill their mission.

The MYF under the leadership of Carla Gibson and Raquel Miller are planning two fun outings this summer. They hope to go to Adventure Land in Farmingdale this July. They are planning to go to Splish Splash in August. With so many busy youth, confirming dates for events takes time. Everyone is invited to join the kids at these events. If you are interested in joining them please contact Carla Gibson at 750-3557.

Steve Rice held our first Bowl-athon on Saturday evening, June 2nd. A great group bowled from 7-9 PM. Thanks to all who participated through bowling or sponsoring; we raised \$500. What a great fundraiser! Thank you Steve.

The Salvation Army Band enjoyed performing for our church last October. They would like to do another concert for us on November 3, at 7 PM. Lenny Pearson will again be organizing and preparing for this event. All who attended last year were thrilled by the band and choir. Lenny will be contacting local high schools for musicians to participate. Please put the November 3 date on your calendar. It will be a great performance by an outstanding group of Christian musicians.

There are so many people who make our church a better place to worship. Debbie and Don Kolacki led two different Bible Study classes each week this last winter and spring. Pastor Sanchez led another on Friday afternoon. Don also does the weekly "Message for Children" portion of our Sunday service to our delight. There are also Sunday School teachers. Our Superintendent of Sunday School, Elizabeth Biederman and her dedicated teachers are in our debt. Lorraine Brenner, Betty Rice, Jim Miller and Ivette Sanchez make our "Coffee Hour" great each Sunday. When you see any of the above members of our church family, please thank them for all they do to make our church a better place to worship.

Tom Bracken would like to begin a ministry in which a group of concerned members pray for those mentioned on our "Prayer Cards." Each Sunday and sometimes by mail, members of our church family request prayers for family, friends or fellow members. Pastor Sanchez prays for those requested on the cards. Tom and those who wish to join, will also pray for those requested. Those with concerns for others or themselves are wel-

come to join the group. This ministry will begin in July on Monday nights, tentatively at 7. Announcements will be given in church and by e-mail.

Each Sunday we invite visiting guests to introduce themselves. Several of our members seek them out after service to invite them to Coffee Hour. If you sit near a visitor or someone who has been attending for a while, please introduce yourself. Such friendliness will encourage people to join our church family. Six of them enrolled in Pastor Sanchez's new members' class and had their first session in June. The class will be suspended for the summer, but will pick up again in September.

Summer is a great time for vacations, but a lean time for the church. Some members take a lot of Sundays off. Unfortunately the bills keep piling up as income temporarily tapers off. Please keep your pledges up this summer. If you can not make it to church, please mail in your pledges to the office: 10 Church St., Patchogue, N.Y. 11772. You can also have your pledge automatically donated each week. It can mean one last thing you have to do before church. It helps your church by providing a constant income. You can pick up the application forms from the office. You can also call our Administrative Assistant, Chris, Monday, Tuesday, Thursday, Friday, 9-2 at 475-0381; or by e-mail: patchogueumc@yahoo.com to begin the process for automatic donation. We would appreciate it. Thank you.

May God bless and keep you this summer.

-Dave Hollowell, Stewardship

Sunday School (from Page 2)

your tirelessness with helping our kids, and your upbeat attitude. I wish you all the luck in the world as you move to Florida and know that you will be truly missed.

Kate Weber—I don't know what I would have done without you this year! You did an outstanding job with our rowdy group and I had a lot of fun teaching them about God's love with you. And just like Suzanne, don't hesitate to call me if you need anything.

Raquel Miller—Thank you for all the workshops you did with our kids this year. The teachers and I enjoyed the breaks and you did a wonderful job. Thank you for all your help this year. I really appreciate it.

Carla Fiore—I am always impressed with all the work you put into our youth group. The library's table is always crowded with your kids and they are always so happy and enthusiastic about their youth group. How big the youth group is growing is a reflection of the wonderful job you are doing. Thank you so much.

We are continuing our Spring cleaning (I guess now it could be considered Summer cleaning) of our church. Please keep an eye on our Sunday School board in the cloud room for the dates and a sign-up sheet for anyone who wants to help. We are going to tackle the cloud room and then the middle school classroom this summer. Remember, many hands make light work and thank you for your continued support. Blessings.

—Elizabeth Biederman, Sunday School Superintendent

NY Annual Conference

The conference met for its annual session at Hofstra, June 6–9. Patchogue Elected Lay Delegate George Hoag attended.

Bishop Jeremiah Park presided at what may be his last NY conference. He has been bishop for eight years and a decision on a possible new bishop will be made at the Northeastern Jurisdictional Conference in July.

The Hofstra conference endorsed three bishop candidates—our District Superintendent, Adrienne Brewington, Tim Riss (Hicksville), and Ed Horne, (Westport and Weston, CT). If any are chosen as bishops at Jurisdictional, they will serve another conference.

In his address, Bishop Park expressed concern over divisions in the church on homosexuality and same sex marriage but said, "God is bigger than the differences we have". The New York Conference has always been a firm advocate for homosexual inclusion. The Bishop also made a plea for church leadership by young people. He noted that the average age of the general population is 37, while the church average is 57.

A sad note of the conference came when six New York congregations were dissolved, in Beaverkill, Germantown, Woodmere-Lawrence (here on the Island), Armonk, Rye and Port Chester. Four other churches were merged to two. On a happier note, a new church was chartered—Flushing Chinese UMC, in Long Island West, with 200 members.

The conference approved a 2013 budget of \$16,275,413, 4.2% less than 2012.

United Methodist Church of Patchogue July 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
10 a.m.— Communion Worship	2 7 p.m.—AA	3 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	4	5	6 7:00 p.m.—N/A 7:30 p.m.— Recovery	7
8 10 a.m.—Worship 11:30 a.m.— Finance/Trustees	9 7 p.m.—AA	10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	11	12	13 7:00 p.m.—N/A 7:30 p.m.— Recovery	14
15 10 a.m.— Worship	16 7 p.m.—AA	17 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	18	19	20 7:00 p.m.—N/A 7:30 p.m.— Recovery	21
22 10 a.m.—Worship	23 7 p.m.—AA	24 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	25	26 5:00 p.m.—Wesley Dinner	27 7:00 p.m.—N/A 7:30 p.m.— Recovery	28
29 10 a.m.—Worship	30 7 p.m.—AA	31 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery		The weekly August schedule is identical. The Wesley Dinner is on Aug. 23.		

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If you haven't been getting e-mail messages from us, it means we don't have your address. Please send your e-mail info to patchogueumc@yahoo.com or call the church office.

Reminder

In order to keep track of kitchen equipment, as well as tables and chairs from Wesley Hall, anyone wishing to borrow any of these must sign them out in a log kept in the church office. We are currently missing several of the newer white tables and their chairs, as well as some large pots and expensive knives. Unfortunately, we can not always afford to replace them. Thank you!

More Like Apple (From Page 1)

customer desires—Enriching-lives—led Apple to build play areas (the "family room") where kids could see, touch and play on computers. Enriching lives led to the creation of a "Genius Bar" where trained experts are focused on "rebuilding relationships" as much as fixing problems.

Translation: Strengthen faith. Set your congregation the vision of imagining that every aspect of their life—worship, education, facilities, newsletter, and all the rest—is intended to help people strengthen their faith and grow in their lives as disciples. What would it mean if before each action, decision, or vote you asked the question, "How will this help strengthen the faith of the people who come here?"

3. Hire for smiles. The soul of the Apple Store is in its people. They are hired, trained, motivated and taught to create magical and memorable moments for their customers. The Apple Store values a magnetic personality as much, if not more so, than technical proficiency. The Apple Store cares less about what you know than it cares about how much you love people.

Translation: Statistics show that visitors to churches make up their minds within the first two minutes whether they'll be back (way before they hear the sermon!). The most important factor? Whether they feel welcome and believe people are genuinely glad they're there. Not everyone has the gift of hospitality—of making someone feel incredibly welcome—but lots of people do. Find these people, name their gift (not everyone realizes they have this gift), and get them out front on Sunday

morning to welcome everyone who walks in the door.

4. Celebrate diversity. Mohawks, tattoos, piercings are all acceptable among Apple Store employees. Apple hires people who reflect the diversity of their customers. Since they are more interested in how passionate you are, your hairstyle doesn't matter. Early in the Apple Store history, they also learned that former teachers make the best salespeople because they ask a lot of questions. It's not uncommon to find former teachers, engineers, and artists at an Apple Store. Apple doesn't look for someone who fits a mold.

Translation: Just how welcoming can we be? Really. Have we created a place where our kids and their friends feel welcome even if they're dressing differently than when we were young? Have we created a place where neighbors who may look different, or have different levels of education, or dress differently feel welcome? Look around your congregation this Sunday—does everyone look the same? Then maybe we need to work harder at making room for all kinds of different people to find their place in our congregation.

5. Unleash inner genius. Teach your customers something they never knew they could do before, and they'll reward you with their loyalty. For example, the Apple Store offers a unique program to help people understand and enjoy their computers: One to One. The \$99 one-year membership program is available with the purchase of a Mac. Apple Store instructors called "creatives" offer personalized instruction inside the Apple Store. Customers can learn just about anything: basics about the Mac operating

system; how to design a website; enjoying, sharing, and editing photos or movies; creating a presentation; and much more. The One to One program was created to help build customers for life. It was designed on the premise that the more you understand a product, the more you enjoy it, and the more likely you are to build a long-term relationship with the company. Instructors are trained to provide guidance and instruction, but also to inspire customers, giving them the tools to make them more creative than they ever imagined.

Translation: Everyone in your congregation has something of value to offer your congregation. (Now, say this 5 times) Moreover, there is no single factor that contributes more powerfully to someone feeling connected to an organization than feeling that his or her gifts are appreciated and will be used. So when something needs to get done at the church, don't call any of the first 3 people that come to mind. Call the 4th, 5th, or 6th person, because they can do it too, and, moreover, they need to have their gifts put to use. Imagine if the church was a place where everyone from our youth to our retirees felt that their creative gifts were not just valued but were vital to the health of the congregation.

There's more to this but it won't fit this month. We'll conclude it in September. Have a great summer.

—Pastor Sanchez

The deadline for contributions to the September edition of **TheLink** is August 10.. Please e-mail your copy to gbhoag@optonline.net.



TheLink

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Rev. Ernesto Sanchez, Pastoral Minister Christine Saas, Office Assistant

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Worship Video Live Streaming at PatchogueUMC.org

Sunday Worship—10 AM — Sunday School—10 AM Fellowship Coffee Hour—11 AM Supervised Nursery during worship Hearing assistance provided

Address Service Requested





We would like to reduce our mailings. If you can use an e-mail copy (it's in color that way), instead of mailed, please call the office.

We thank Thee, O God, that the freedom we celebrate in coming days is not an attainment, but an obtainment that is Thy precious gift to man as part of his createdness. We thank Thee for the daring of our forefathers in reclaiming their "ancient rights." We thank Thee, too, for the heroes' valor, the patriots' devotion, the prophets' vision, and for all the blood and sweat and toil by which our freedom was purchased. As we commemorate our national independence accept again the declaration of our everlasting dependence upon Thee. In all our joy and thanksgiving enable us to remain a nation "under God," and give us grace and goodness to minister to mankind in His name. Amen

—Senate Chaplain, the Reverend Edward L. R. Elson, D.D, July 2, 1969



July 5 Brandon Butler
William Thompson
Meghan O'Leary

July 8 Nicholas Turano

July 11 Cassandra McMillin William Camarda

July 12 Cassidy Naekey

July 13 Travis Mazza

Andrew William Rose

July 14 Kayla Abbate

July 17 Francesca Artus

July 19 Krista Collazo

July 26 Nicholas Moffitt

July 28 Jaime Morello

July 30 Ashley Kuzmech

July 31 Savannah Lanzetta Jasmine Igel Aug. 1 Ava Walsh

Aug. 2 Michael Evan Louis

Aug. 3 Dalen Pereira

Aug. 4 Erin Hutchens

Aug. 7 Paul Rice Jordan Thompson

Aug. 9 Katie McCatharn Alexandra Wertz

Aug. 11 Gloria Leahy

Aug. 16 Virginia Hayward

Aug. 18 Justin Zimmerman

Aug. 19 Meghan Braile Kaitlin Braile Jacqueline Braile Christopher Algieri

Aug. 21 Kristyn Brewer

Aug. 24 Samantha DelGuidice Sarah Turner Sophia Eucar Nacion

Aug. 25 Jacob Miller

Aug. 31 Kaitylin Ficurilli