

TheLink



The United Methodist Church of Patchogue

September 2012 Edited By George Hoag

Let's Be More Like Apple

Earlier this summer an 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. We published the first half of the article By Guy Kawasaki in the July-August Link. Here's the conclusion.

6. Empower employees. I spent one hour talking to an Apple Store specialist about kids, golf, and my business. We spent about ten minutes talking about the product (a MacBook Air). I asked the employee whether he would be reprimanded for spending so much time with one customer. "Not at all," he replied. "If you have a great experience, that's all that matters." Apple has a non-commissioned sales floor for a reason-employees are not pressured to "make a sale." Instead they are empowered to do what they believe is the right thing to do.

Translation: If it matters, don't let the pastors do it! Really. How else will our people be equipped and empowered to read the Bible with confidence, to connect their faith to their daily lives, and to share their faith with others if the only persons who ever do these kinds of things are the pastors. We learn by doing, so if it matters, invite everyone to do it

Worship In September

Sept. 2—Rev. Ernesto Sanchez, *Practicing What We Preach*, Song of Songs 2:8-13, James 1:17-27.

Sept. 9—Rev. Ernesto Sanchez, *Good News for the Desperate,* Proverb 22:1-2, 8-9, 22-23, Mark 7:24-37.

Sept. 16—Rev. Ernesto Sanchez, *Speaking Openly*, Proverbs 1:20-33, Mark 8:27-38.

Sept. 23—Rev. Ernesto Sanchez, Why a Child?, Proverbs 31: 10-31, Mark 9:30-37.

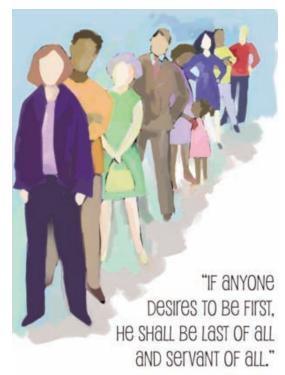
Sept. 30—Rev. Ernesto Sanchez, A Cup of Cold Water, Esther 7:1-6, 9-10; 9:20-22.

(Okay, so pastors can do some of this too, but if it matters, don't let them be the only ones who do it).

7. Sell the benefit. Apple Store specialists are taught to sell the benefit behind

products and to customize those benefits for the customer. For example, walked to the iPad table with my two young daughters and told the specialist I was considering my first iPad. In a brilliant move, the specialist focused on my two daughters, the "secondary" customer who can influence a purchase. He let the girls play on separate devices. On one device he played the movie, Tangled, and on the other device he brought up a Disney Princess coloring app. My girls were thrilled and, in one memorable moment, my 6-year-old turned me to and

Continued on Page 7



Mark 9:35, NKJV

Circle of Concern

For Bereavement:

For the Family and Friends of Vernon Eichelberger (Jean Miller's brother) 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, Lisa Prince, Joan, the Neuman family, Wilfredo Franco, 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, Purificato Family, Ashley Lauren, 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, Lisa, Paul Walkawitz, Debbie, Tom Kerr, Laura Jacobs, 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, for comfort and healing for Raymond and Randy Prince on the passing of Tina Prince, the Elam Family, Paula Rowe, Jennifer Femister and family, Joann Henn, Steve McCarthy, Catherine and Robert Weber for a safe delivery and a healthy baby, Bruce Kirschner., Elaine and family, Lillian Aparicio, Marge Prince, Stephen, Lorraine Morrissey, Lisa and Ralphie Lettieri Jr. and family.

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, Susanna Davies-Pepper, Todd Skwirz, Mike Welsh, Joyce Ferrrante, Kathleen Russo, Caroline Moore, Amelia McCarthy, Corinne Burdett, Ronald Mansell, Linda Carrol, Pat Q. Bayne, Carmelo Espiritu, Doc McNight, Maureen Grippi, Debbie Turpeau, Rich Kaufold, Selma Graham, Bonnie Abbott, Madeline Grosso, Michael T. Batttaglia, Cheryl Keeley, Ed Dew, Andrew Wittman, Jr. and Al Monteverdi.

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, Bob Ruggiero, Pat Addison, Eugene Smith, Don Wilson, Linda Werner, Amelia Devery (Gail) shut-in at home, Pat Q. Bayne.

* 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!



The deadline for contributions to the October edition of **TheLink** is September 14.. Please e-mail your copy to gbhoag@optonline.net.

Stewardship

The summer of 2012 was an unusually hot and humid one, yet many good stewards in our church were here serving our community. The free lunch program for children, Food Pantry and Wesley Dinners were staffed by members of our church.

The Rotary International Club, through the efforts of Geri Sheridan, donated \$1000 to our efforts to feed the hungry. Patchogue Women's Club also donated \$100 to support our efforts to feed the needy.

Jean and Jim Miller have been busy obtaining food for the Food Pantry. Scores of people each week come for bags of groceries and the clothes you donated for them. Bank of America provides car loads of food. Their labor of love keeps them busy picking up a car load of food from the IRS each month. The Bayport United Methodist Church calls them every three months to pick up their consignment of food. The food you donate each week is the mainstay of their stocks. Your money donations, use of coupons, and specials provided by managers of local food markets, help obtain the maximum amount of food for each dollar. Thank you, Jim and Jean for your good stewardship.

Jean and Jim's daughter Jeanna Moritz and their grandchildren Hannah and Rebekah help man the Food Pantry. Lenny Pearson is there weekly. She also obtains food for the Wesley Dinners and the Food Pantry from Island Harvest. Vegetables from the Patchogue Village Garden, through the efforts of Barbara Becker and Carol Kirschner, are used by Wesley Dinners or doled out at the Food Pantry. The Golf Outing had to be cancelled this summer because we were unable to recruit enough golfers. The prize baskets will be used at a future fund raising event. We want to thank all who worked on the outing this year.

Several fund raisers are planned for this fall. Our All Church Yard Sale will be held on Saturday Sept. 22. Bob Prince and Steve Rice will co-chair the event. They will be picking up items that can not be brought to the sale on Saturday morning. Please check your attic and basement for nice items that we can sell at the yard sale or save for a church auction. We should be set up at the parsonage by 9:30 a.m., so please bring your items by 9:00 a.m. so they can be priced. If you can stay and help we would appreciate it. Coffee and donuts will be available and Pastor Sanchez will be cooking hot dogs and hamburgers for lunch. For more information or to schedule a pick up please call the office 475-0381, Bob Prince 758-1917 or Steve Rice 445-7977. See you there!

Our next event will be a Silent Auction with dinner and music in Wesley Hall at 7 p.m., Oct. 19. Barbara is organizing the event that will raise much needed funds for the church while providing a good time for all. Barbara is also planning an event for around Halloween. There will be more information in the October LINK.

On Nov. 3 at 7 p.m. the Salvation Army Band and Songsters will perform a concert in our Sanctuary to benefit needy persons and families in Suffolk County. Last year was great. This year we will be inviting musicians and singers from local high schools to perform with the Army Band. This event will continue our efforts to reach out

to the community.

Lenny is the force behind this concert and would like to show progress in repairing the plaster and touch up painting. She is proud of our church and will be announcing days that other good stewards can help in bringing our sanctuary back to its former glory, not just for the concert, but the holidays also.

This summer on very short notice Babette Bishop filled in to examine disadvantaged kids going to the Salvation Army summer camp. If she had not volunteered to check them for head lice, they could not have gone to camp.

Last fall we received a matching grant from the New York Sacred Sites Fund to repair the water damaged belfry. We have until November 1 to raise the money. All the monies you donate through the Hope envelopes goes to this fund. As of August \$7,344 has been raised towards our \$25,000 portion of the grant. Evidence of the need for this work is obvious: as you enter the north vestibule, turn around and look at the crumbling walls on either side of the door. Climb the belfry stairs and observe the buckling walls and missing plaster above the windows. Please continue to donate funds for these necessary repairs through your Hope envelopes.

The new boiler for the old building still presents challenges. This summer Franco discovered that it had been wired incorrectly. Assisting him was Ralph Belmonte who has years of boiler experience. Ralph brought in another contractor, Pat Flynn, as a consultant. Bill Loris added his electrical expertise and knowledge of the complicated thermostat system. Thank you all for your efforts.

The valve for the boiler that services our sanctuary is also malfunctioning. Franco has been working with our contractor to determine if it can be repaired or replaced. Once we get the boiler rewired, we can make that decision. The cost of replacing the large valve is \$3,400. The Trustees have requested donations to get this work done before winter. To date \$2,600 has been raised.

We have many good stewards in our church. Bonnie Abbott continues to search the internet for possible grants. Barbara B., Carol Kirschner and others tended the Patchogue Village Garden. Trudy Mansfield ushers almost every Sunday she attends church. She also posts the hymnal numbers. Ray Hayward assists George Hoag with the sound system and covers for him when on vacation. Betty Rice helps out with the coffee hour, communion preparation with Eleanor Prince and fills in as an usher whenever requested. Thank you all.

Fall is here and we will need a full complement of ushers for our services. Steve Rice is our coordinator of ushers. If he calls you to be one, please volunteer or call him back at 445-7977 if he misses you. If you like meeting new parishioners and greeting old friends, please let Steve know. You will be glad you did.

A member reminded me how we are connected as a church family. Ernest Ipke collects used eye glasses to bring to his homeland, Nigeria. If you have glasses you can donate, please give them to Ernest so others can see better. Hope everyone had a good summer and is ready to get back together this Fall to serve our Lord.

—Dave Hollowell

Summer Lunch for Children

This summer we tried something new- we participated in the USDA's Summer Feeding Program for Children. Summer Lunch has been around for many years, probably dating back to the Great Society programs of Pres. Johnson. The thinking was to ensure that children who receive free or reduced price lunches during the school year have the opportunity to enjoy nutritious lunches at no cost during the summer. The funding goes from the federal government to the NYS Ed department to the local sponsor, which in our case was Island Harvest. There was no cost to the church.

As an "open site", any child could come in and enjoy lunch. There were no questions asked or family income information required. We were open 5 days a week, 12–2 p.m., from July 2 through August 17. It was an interesting experience, and, as with all first experiences, had its positives and negatives. By far, one of the most positive aspects was meeting the children and their parents from this community. Without exception, they were well mannered and appreciative. There was always, a "thank you" as they were leaving. I hope they saw us as welcoming, hospitable Christians. Another positive was the generous sharing of time and energy of our church members who faithfully came to help on their scheduled days. What truly nice people participate in this church. There were at least 15, including one of the confirmands, who regularly set up, served and cleaned up on a rotating basis. The down times gave us an opportunity to get to know each other better.

The negatives included uneven attendance, probably in part caused by insufficient pre-program publicity, and some restrictive rules that sometimes resulted in wasted food. But, overall, it was a worthwhile experience. My hope is that we will be committed to providing something for children again next summer, whether it is lunch service or a combination of lunch and programming.

—Barbara Becker

What's Cool In Sunday School

I find it very hard to believe that it is September already. The Summer went by way too fast. I am not sure when parents will be getting this article so this may be old news by the time you read this. I just want to err on the side of caution.

Registration will begin on Sunday, Sept. 2. Please fill out and hand in a registration form (including e-mail address) for each child. I will be available to answer any questions you may have from 9:30 a.m. until the end of church. The first day of class will be on Sept. 9.

I know it's hard to believe, but the Christmas pageant is right around the corner. If there is anyone who would be interested in running the pageant this year, or helping out in any way, please contact me.

Here's to the start of another wonderful school year learning about God's love for us! Blessings,

-Elizabeth Biederman, Sunday School Superintendent

United Methodist Church of Patchogue September 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2 10 a.m.— Communion Worship	3 7 p.m.—Prayer Ministry 7 p.m.—AA	4 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	5	6 7:30 p.m.—Choir Rehearsal	7 7:00 p.m.—N/A 7:30 p.m.— Recovery	8:00 a.m.—3:00 p.m. —Defensive Driving Class
9:00 a.m.—Bible Study 10 a.m.—Worship/ Sunday School 11:30 a.m.— Finance/Trustees	10 7 p.m.—Prayer Ministry 7 p.m.—AA	11 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	12 7:30 p.m.—Bible Study	13 7:30 p.m.—Choir Rehearsal	14 7:00 p.m.—N/A 7:30 p.m.— Recovery	15
9:00 a.m.—Bible Study 10 a.m.— Worship / Sunday School 11:30 a.m.—Church Council	7 p.m.—Prayer Ministry 7 p.m.—AA	18 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	19 7:30 p.m.—Bible Study	20 7:30 p.m.—Choir Rehearsal	21 7:00 p.m.—N/A 7:30 p.m.— Recovery	22 9:00 a.m.—Yard Sale
9:00 a.m.—Bible Study 10 a.m.— Worship / Sunday School	24 7 p.m.—Prayer Ministry 7 p.m.—AA	25 10 a.mNoon— Food Pantry 6:30 p.m.—ESL 7:00 p.m.—AA 7:30 p.m.— Recovery	26 7:30 p.m.—Bible Study	27 5:00 p.m.—Wesley Dinner 7:30 p.m.—Choir Rehearsal	28 UMW Retreat 7:00 p.m.—N/A 7:30 p.m.— Recovery	29
30 9:00 a.m.—Bible Study 10 a.m.— Worship / Sunday School						

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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)

said, "1 love this store!" It's easy to see why. Instead of touting "speeds and feeds," the specialist taught us how the device could improve our lives.

Translation: Practice talking about what we love about this congregation. Many of us may feel unconformable with the word "evangelism", having had too many encounters with someone who wanted to know if we "knew where we'd go after dying." But can't we practice talking about what we really enjoy about this congregation, about why we come out on Sunday mornings, about what we receive from our community of faith. If we practice this in church, it may be easier to share outside of church and won't, I promise you, feel like we're stuffing our religion down someone else's face.

8. Follow the steps of service.

The Apple Store teaches its employees to follow five steps in each and every interaction. These are called the Apple five steps of service. They are outlined by the acronym A-P-P-L-E. They are: Approach with a customized, warm greeting. Probe politely to understand the customer's needs. Present a solution the customer can take home today. Listen for and address unresolved questions. End with a fond farewell and an invitation to return.

Translation: Take hospitality seriously. Invite folks to practice welcoming people at church. And then practice inviting people to church. If it's sincere, and if you always respect the persons with whom you are in conversation, this does not have to be manipulative. But practice is important because we're not used to doing this (whether or not you choose an

acronym is up to you).

9. Create multisensory experiences. The brain loves multi-sensory experiences. In other words, people enjoy being able to see, touch, and play with products. Walk into an Apple Store upon opening and you'll see all the notebook computer screens perfectly positioned slightly beyond 90degree angles. The position of the computer lets you see the screen (which is on and loaded with content) but forces you to touch the computer in order to adjust it. Every device in the store is working and connected to the Internet. Spend as much time as you'd like playing with the productsnobody will kick you out. Creatives who give One-to-One workshops do not touch the computer without asking for permission. They want you to do it. The sense of touch helps create an emotional connection with a product.

Translation: Are you kidding—church is the original "multi-sensorial experience"—so let's reclaim that. We've got music, and words, and images, and bread and wine, and stained-glass windows, and (lest we forget) actual, physical flesh-and-blood people around us. Let's keep worship simple, clean, and richly multi-sensorial, inviting a faith that goes deeper than our brains to reach the whole person.

10. Appeal to the buying brain.

Clutter forces the brain to consume energy. Create uncluttered environments instead. The Apple Store is spacious, clean, well-lit, and uncluttered. Cables are hidden from view and no posters are placed on the iconic glass entrances. Computer screens are cleaned constantly. Keep the environment clean, open, and uncluttered.

Translation: What are we doing—in our meetings, in Sunday School, in worship—that we don't need to do? How can our space and our activities be simplified? Another question to ask before each decision: Is there a simpler way to do this?

The three pillars of enchantment are likability, trustworthiness, and quality. Apple's engineers take care of quality, and the Apple Store experience personifies likability and trustworthiness. I've never left an Apple store without being enchanted—in fact, I seldom leave the Apple Store on University Avenue in Palo Alto without being enchanted and buying something too! Resisting Carmine's book, like resisting an Apple Store, is futile, so just get it here: The Apple Experience: Secrets to Building Insanely Great Customer Loyalty."

—Pastor Sanchez

New Bishop

The Notheastern Jurisdictional Conference has elected a new bishop for our New York Conference. 56 year old Martin McLee is a native of Brooklyn, and previously served as superintendent of the Metro Boston Hope District. He was elected on the 21st ballot, receiving 140 of 224 votes.

Beginning Sept. 1, McLee succeeds Jeremiah J. Park who has been appointed to serve the Harrisburg Area/Susquehanna Conference in Pennsylvania.

Park was known as a singing bishop and McLee may be another one. After his election, he broke out in a version of Nina Simone's *If He Changed My Name*, singing "I told Jesus it would be alright if he changed my name—and he did on the 21st ballot."



TheLink

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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.

Community Garden

Our plot is flourishing, under the guidance of Carol Kirschner and with the assistance of Carolyn Willis and the members of the confirmation class. (Not to mention their parents who drive them to the garden and supervise). Produce from our plot went to the food pantry and Wesley Dinners, including some delicious tomatoes. (Nothing tastes better than a 'homegrown' tomato.) We also received a donation of produce from other members of the community garden.

-Barbara Becker

School Supplies

Many thanks to all who donated school supplies during the last two weeks of August, which were then given to some of the children who attended the lunch program, as well as children of food pantry families. This was a huge help to the parents of the children!

-Barbara Becker





Sept. 1 Cynthia Levine

Sept. 3 Luke Rogers

Sept. 8 Catherine Fudal Kyle Blum

Jayson MacDonald

Sept. 9 Kristina Malito

Sept. 11 Jessie Scala

Sept. 13 Lucas Strong

Julianna Lynch

Sept. 15 Daniel Stone

Sept. 17 Cailin Rogers

Sept. 18 Emily Siems

Marcus Smith

Sept. 21 Ryan Murphy

Sept. 22 Emily Gross

Sept. 25 Emily Meier Haley Abate

PROVERBS 22:1, NIV