CHANGE – It’s inevitable

By Al Reimche

It seems like the only stable thing in our world. The moment we get comfortable with a situation or plan, or even people, we find ourselves dealing with change. It is the inevitable constant of life. Gail Sheehy is quoted as saying, “If we don’t change we don’t grow. If we don’t grow we aren’t really living.”

Changes from wet to dry, cool to warm, from school days to summer vacation would have been enough for one month, but that was not to be the case.

Changes – Wayne Wentland, who has been serving as interim Vice President for Education, begins his retirement. He has served for over nine years in our education department, first as associate education director, then for the past two years as VP for Education. We have appreciated his passion for our schools and educators. Our office is also losing Dale Milam who has served with distinction as an associate superintendent for the last two years. Dale has decided to re-join the faculty at Milo Academy. We have been blessed to have both of these men working for the best of our schools.

Changes – Gale Crosby, recent principal of Portland Adventist Academy, has stepped into the vacancy left by Wayne, and Matthew Butte, recent principal of Columbia Adventist Academy, will be joining the team in the education department in place of Dale Milam. David Davies, an educator from southern Oregon, will also be spending some time working with our schools as a part-time associate superintendent.

“If we don’t change we don’t grow. If we don’t grow we aren’t really living.”

Continued on page 2...
Developing a website can be a daunting task. The huge amount of information available online can quickly become overwhelming, and it’s easy to get bogged down in technical details that have little to do with a successful site.

Fortunately, creating a site that attracts visitors and brings them to your church or school does not depend on learning HTML, PHP, web server maintenance, or any of the other intimidating technical details. (Services like AdventistChurchConnect.org exist to do all of that for you.)

The success of your site depends on just five best practices. Four of them can be implemented by nearly anyone who is willing to put some time and thought into the effort, and Good News Advocates can help you with the fifth.

1. Focus On Your Visitors

One of the most common problems I see with business websites is the tendency to focus on the company rather than the customer. “XYZ, Inc. has been in business for 127 years, and is the thought leader in left-handed widgets...” and so on. Unfortunately, it’s also a common problem for church and school websites.

As you develop your site, be sure that all of your keywords and content are geared toward the way your visitors are thinking when they search online:

- What are they looking for? What words did they use in the search engine to find you?
- What needs are you supplying? What solutions are you offering?
- How can you help them in the most efficient way?
- Is it easy for them to learn more, find your facility, contact a real person, etc?

2. Be Consistent

Your site needs to be consistent within itself. Look at your site from a “big picture” perspective:

- Look for a smooth, logical flow that connects pages and messages to each other and to the rest of the site.
- Is the “voice” the same across all pages?
- Is the look and feel the same on all pages?
- Is the information consistent on each page? If the homepage says that church starts at 11:00 am, does another page say 11:15?

3. Be Clear

Each page should have user-friendly flow that is clear and easy to follow. Answer these questions from the visitor’s perspective:

- Where am I (on the website)?
- Who are you?
- What do you offer?
- How does it help me?
- How do I navigate the site?
- Where do I go next?
- How do I learn more?
- Is the information accurate/current?

4. Remember That “Conversion” Has More Than One Meaning

Online marketers use “conversion rates” to measure how many visitors are persuaded to sign up for a newsletter, make contact by email or phone, make a purchase, etc. Your website has a slightly different purpose, but you still want people to do something when they visit your site.

Here’s how to get them to take that action—be sure that every page has:

- A clear promise or message
- A presentation of benefits, not just features
- Proof and credibility that supports the message on that page
- A clear “call to action” which can be unique to each page, but must be consistent (see #5)
- Links for easy access to other pages on the site.

5. Think Competitively

Show how your church or school offers the best solution available. Demonstrate that you are unique, and provide value that other churches or schools do not offer.

In addition to showing how you are unique, your site should play by search engines’ rules. This includes using keywords that help seekers find your site first in the search engines. Looking at your site from a search
Continued from page 2

engine’s perspective is a specialized process, and you may want to get some help
to ensure that it’s being done properly.

A Website That Works

It may seem a bit simplistic, but let someone else deal with the technical issues; if
you focus on these five concepts, your site will look better and be more effective
than others in your local area.

Good News Advocates (GNA) is available to help you implement any of these
Best Practices. To make use of our free services, go to http://www.AskGNA.org
and let us know: How can we help you?

David Sharpe is the Communications Director for Good News Advocates. To
learn more about GNA and its services, email davids@goodnewsadvocates.org
or 406-646-6070.

Note: David Sharpe will be presenting a workshop at Gladstone Camp Meeting
this year on setting up and using a website for your school or church. To learn
more about this seminar, visit www.OregonConference.org.

A MOTTO INSPIRES
AN AMAZING GIFT

By Viktoria Kolpacoff & Fonda Cox

Ivan Cruz, jr.

Ivan Cruz, jr.

continues...
MONTE TORKELSEN TO JOIN PAA TEAM
Monte Torkelsen will assume the role of Portland Adventist Academy (PAA) chaplain for the coming 2013-14 school year. He will also serve as the school’s director of development. Torkelsen has worked with the Oregon Conference for 20 years, where he most recently has directed youth ministries and Big Lake Youth Camp. Prior to his service in the Oregon Conference he held ministry roles in Milton-Freewater, Ore., and Perth, Australia, where he was also youth director. Torkelsen is a graduate of PAA, Walla Walla University and Andrews University. He and his wife, Darla, have three sons — two are currently attending WWU and one a student at PAA.

KENYA RULES IN FAVOR OF ADVENTIST STUDENTS
Kenya’s High Court has issued an interim order for public schools to exempt Seventh-day Adventist students from attending classes on Saturday, the day Adventists observe as the biblical Sabbath. The immediate order comes during a case involving the Adventist Church’s Kenya Union Mission against the Ministry of Education and 26 schools it said have not followed constitutional guarantee of practicing one’s religion. The court’s presiding justice addressed the case again on June 6.

NAD APPOINTS NEW PUBLIC AFFAIRS AND RELIGIOUS LIBERTY DIRECTOR
The North American Division (NAD) recently appointed Orlan Johnson, an attorney and former partner at Saul Ewing, to lead the Public Affairs and Religious Liberty department. In 2009, Johnson was appointed chair of the Securities Investor Protection Corporation. In that role, he successfully recovered $7.2 billion for investors of the Bernie Madoff scam. Greg Hamilton, Northwest Religious Liberty Association president, says Johnson “will bring that same type of savvy in endeavoring to restore Religious Freedom Ministry in the local church, and particularly in the vital public arenas of government and public relations…”

MARK FINLEY FACING HEALTH CHALLENGES
Adventist Church evangelist Mark Finley, who is currently assisting with the “Revelations of Hope” meetings in New York City, has recently been facing some health challenges and is requesting prayer. In an public email sent in June from Dan Jackson, North American Division president, and Dr. Peter Landless, General Conference health ministries director, members were informed that Finley has premyeloma. The condition, known as MGUS (monoclonal gammapathy of undetermined significance), is not cancer, but is caused by a small number of abnormal cells in the bone marrow. Finley, and his wife, Teenie, are of good courage and praying God will be glorified through this. Please keep them in your prayers.

PUBLISHING HOUSES ASKED TO CONSIDER MERGER
According to a report issued in June through the Adventist News Network, the boards of Pacific Press Publishing Association in Nampa, Idaho, and Review and Herald Publishing Association in Hagerstown, Md., have agreed this week to consider a yet-to-be-developed proposal toward a merger. This action is in response to a request from General Conference (GC) and North American Division (NAD) administrators following analysis of the current publishing setting and related distribution systems. It builds upon work already done by study groups throughout the past several years. The request also suggests a potential transfer of identity of North American-wide publishing work from GC-sponsorship to NAD-sponsorship. Each publishing house board has authorized its chair and president to represent the institution on a taskforce assigned to develop a detailed merger proposal for future consideration by the boards and constituents.
**WORSHIP FEST**

**When:** July 6, 7:00 pm  
**Location:** Milwaukie Spanish Adventist Church

Join us for a special summer series presented by youth for youth! Worship Fest is the first of many uplifting events created on purpose with a purpose of offering meaningful and exciting opportunities for youth to serve God! ALL are welcomed. Come July 6 at 7:00 pm for this great worship experience. The Milwaukie Spanish Adventist Church is located at 7903 Otty Rd, Milwaukie Ore.

**STOP SMOKING CLINIC**

**When:** July 7-11 7:00-8:30 pm  
**Location:** Klamath Falls Adventist Church

A stop smoking clinic will be held July 7-11, Sunday through Thursday, 7:00 pm-8:30 pm at the Klamath Falls Church for our community. This will be held in the Fellowship Hall and will feature the DVD series by Dr. Arthur Weaver, a cancer surgeon, with guest appearances from our local church doctors as well. Anyone is invited to be a participant. Cost is $20 with partial sponsorships available while they last. Pre-register by July 1st by calling the church office at 541-882-2466.

**HEALTH, HOPE, & HEALING SEMINAR**

**When:** July 10-20, 2013  
**Location:** Stone Tower Church

Free lectures & open to the public. Health, Hope & Healing seminar with Thomas Jackson, PhD and Laverne Jackson, PhD. Wednesday, July 10, 6:45 pm – Life without These Diseases (heart, high blood pressure, cancer and diabetes), Thursday, July 11, 6:45 pm – Protecting Your Heart, Friday, July 12, 6:45 pm – What to Do About Cancer, Saturday, July 13, 9:30 pm – Disarming Diabetes, Sunday, July 14, 9:30 pm – Exercise tips, cooking demonstrations, food samples, and natural remedy presentation. The first 50 people will receive a gift. Join us at Stone Tower Adventist Church located at 3010 NE Holladay St. in Portland. For more Information, call 503-893-9022. Register at urbanhealthnw.com.

**GLADSTONE CAMP MEETING 2013**

**When:** July 16-20, 2013  
**Location:** Gladstone, Ore.

Join us for the 135th Oregon Camp Meeting and the 84th camp meeting held at Gladstone Park! This year’s Gladstone Camp Meeting will begin the evening of July 16 and will run through the evening of the 20th. Come for the fellowship, spiritual enrichment, the education, and the fun! There will be activities for every age group. Featured speakers this year include John Bradshaw, Russell Burrill, Gordon Pipher, John McVay, Bernie Anderson, and Alex ‘Sasha’ Bolatnikov. Come for the day, week, or just for a few hours. Learn more at www.oregonconference.org.

**CAMP SAFARI DAY CAMP**

**When:** July 1-26, 2013  
**Location:** Hood View Adventist Church

CAMP SAFARI is a Christian summer day camp for ages 6-12, serving the families on the east side of Portland. The philosophy, programming, and facilities are designed to create a dynamic, exciting opportunity for Christian growth, learning and friendship. Camp Safari is not designed to merely ‘kid sit’ children for a few weeks during the summer, but instead it is a place where kids can adventure into a better understanding of God, their world, family and themselves. This is done through various classes and adventure days. Each week offers a unique and varied program of classes and adventure days! We hope to see your children at Camp Safari this summer! This year’s camps run July 1-26. Camp Safari is sponsored by the Hood View Adventist Church in Boring, Oregon. To learn more, visit www.campsafarirnw.org.

**THE DELLENS IN CONCERT**

**When:** August 10, 7:30 pm  
**Location:** Hood View Adventist Church

Hood View Church will host a piano concert on Saturday, August 10 at 7:30 pm. Alicia and Matthew Dells were blessed to have been taught and mentored by internationally known artist and performer, Dr. Tamara Orlovsky. They offer a unique experience by performing solo and two piano duets, which provides a wonderful environment for the whole family. Please come join us for a free concert at Hood View Church located 26775 SE Kelso Rd, in Boring, Oregon.

**USED BOOK SALE AT CAMP MEETING**

**When:** July 18 & 19, 10:00 am - 7:00 pm  
**Location:** One Day Church Building near ABC

Start going through your books now to donate books for the Used Book Sale during Gladstone Camp Meeting! Portland Adventist Community Services (PACS) and the Adventist Book Center (ABC) and are sponsoring a used book sale at campmeeting and will split the proceeds. This year’s sale will be held in the One Day Church Building on Thursday July 18 and Friday July 19, 10:00 am - 7:00 pm. The stacks of books will be sold for $2.00 per inch. Help by bringing your donations of books to either the ABC or PACS by Wednesday July 17. Then come and find some great books for reading and sharing when the sale is going on!

Continued on next page...
Events - continued

CHRISTIAN BERDAHL
AT CASTLE ROCK CHURCH
When: August 6-September 24, 6:30 pm
Location: Castle Rock Adventist Church

Christian Berdahl, the director of Shepherd’s Call Ministry, will be featured in a free 6-week video presentation at Castle Rock Adventist Church, each Tuesday, August 6 – September 24, 2013, at 6:30 pm. The series is titled Distraction Dilemma—Exposing Distractions & Dangers in Music. To conclude the series, Christian Berdahl will speak in person September 27 & 28. A fellowship dinner will be held on the 28th with a sacred concert by Christian Berdahl in the evening. Castle Rock Adventist Church is located at 7531 Old Pacific Hwy. N., Castle Rock, Wash. For more information please call Wanda at 360-967-2165 or Jeanne at 360-274-6709.

BRANDON & CHRISTA BEENE IN CONCERT
When: July 13, 7:00 pm
Location: Hood View Adventist Church

Join us on July 13 at 7:00 pm for this special concert! These gospel music singers from Tennessee will share a story of love and hope through a combination of Brandon’s captivating thoughts and stories, mixed with Chrysta’s soaring vocal capabilities. They offer their audience more than just entertainment, they offer the hope that is found in Jesus! The Hood View Adventist Church is located at 26775 SE Kelso Rd in Boring, Oregon.

SIMPLY COOKING CLASS
When: July 26, 6:30 pm
Location: Castle Rock Adventist Church

Simply Cooking with Ronni Reinecke will feature “Breakfast is Served” on July 26, at 6:30 pm. These plant-based recipe demonstrations and samples are tasty and free. Please call to register with Wanda at 360-967-2165 or Jeanne at 360-274-6709. The Castle Rock Adventist Church is located at 7531 Old Pacific Hwy. N., Castle Rock, Wash.

All links are clickable here and elsewhere in the eCommuniqué.

FOR MORE ANNOUNCEMENT & EVENT INFORMATION PLEASE VISIT WWW.OREGONCONFERENCE.ORG/ANNOUNCEMENTS — THIS PAGE IS UPDATED WEEKLY.

WWW.OREGONCONFERENCE.ORG

COME Unto Me
Gladstone Camp Meeting
JULY 16 - 20, 2013
Abraham Acosta (Natalya) has joined the Hispanic Ministries team for the month of July, then will transition to Bible Worker for the Portland-area Spanish churches.

Natalya Acosta (Abraham) has joined the Oregon Conference office staff as Payroll Administrative Assistant.

VJ Puccinelli (Marilyn) has filled the position of interim pastor for Tabernacle church.

Brent Plubell has joined the Oregon Conference as an auditor.

Wayne Wentland (Birdena) has retired from his position as Vice President for Education.

Gale Crosby (Sharon) is joining the Oregon Conference Vice President for Education from his position as principal of Portland Adventist Academy.

Daniel Nicola (Jane) is transitioning to the position of Principal for Portland Adventist Academy from the Southeast California Conference.

Dale Milam (Darla) has transitioned from the position of Associate Education Superintendent to that of Vice President of Student Affairs at Milo.

Matthew Butte (Michelle) is transitioning from Principal at Columbia Adventist Academy to Associate Education Superintendent for the Oregon Conference.

David Schmidt (Donna) is retiring from his position as pastor of the Grand Ronde/Sheridan/River’s Edge district.

Jim Osborne (Melody) is retiring from his position as pastor of the Albany church.

Chad Reisig (Michelle) has accepted the position as pastor of the Milo church.

David Perrin (Bambi) has joined the Oregon Conference office as Director of Human Resources from Adventist Health.

Monte Torkelsen (Darla) is transitioning from his position as Youth/Big Lake Director to that of Chaplain/Development Director for Portland Adventist Academy.

Tracy Wood (Angelina) will be transitioning from Associate Youth Director to Youth Director for the Oregon Conference.

Will Aylsworth (Becky) has resigned his position with the Gladstone ABC.

Bruce Schmidt (Gwen) is retiring from his position as Principal/Teacher at McMinnville Adventist Christian School.

Holley Bryant (Matt) will be transitioning from her position as Principal of Hood View Junior Academy to Walla Walla University.

Brian Gang (Sarah) is joining the Oregon Conference as Principal for Hood View Junior Academy from the Washington Conference.

Larry Aldred (Susan) is retiring from his position as Principal/Teacher at Rogue Valley Adventist Academy.

Ann Campbell will be transitioning from her position as Principal of Rivergate Adventist School to that of Principal for Rogue Valley Adventist Academy.

Chris Tait (Tae) is transitioning from the position of Principal/Teacher for Emerald Adventist Academy to that of Principal for Rivergate Adventist School.

Philip Ermshar (Cheri) has accepted the position of Principal for Grants Pass Adventist School from Southeast California Conference.

Bob McDonald (Lorraine) has retired from his position as Principal for Portland Adventist Elementary.

Barbara Plubell (Dennis) has accepted the position of Principal for Portland Adventist Elementary from the Chesapeake Conference.

Brenda Zollbrecht (Tim) is joining the Oregon Conference as an auditor in addition to her work as Portland Adventist Community Services (PACS) and the Tabernacle church.

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**SUNSET CALENDAR**

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A publication of the Oregon Conference Communication Department • Gary McLain, director • Krissy Barber, administrative assistant

To submit stories, announcements, or to get in touch with us please email us at krissy.barber@oc.npuc.org or call 503.850.3500

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