



THE PRESENTER HOTLINE

North American Lutheran Marriage Encounter Presenter Newsletter

February, 2011

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The North American Region semi-annual board meeting was held at the Doubletree Hotel in Schaumburg, IL, February 4-6, 2011. The theme was "To Dream the Impossible Dream—With God All Things Are Possible." This theme dovetails with the bringing back of "Man of La Mancha" in the re-writes that eventually will be coming out. Shown below are our leaders (from left) Dan & Judy Teuscher, NAR Clergy Execs, and Marcia & Dean Redman, NAR Lay Execs:



Other board members and staff attending were:



District I Lay Execs: Steve & Sue Rufe and District I Clergy Execs: Ed & Emily Kast



District II Clergy Execs: John & Connie Heins and District II Lay Execs: Ralph & Judi Golnick



District III Clergy Execs and Deeper Coordinators: Dave & Elsa Larson (District III Lay Execs Doug & Leanne Fox were unable to attend.)



District IV Lay Execs: Jim & Detra Swenson (District IV Clergy Execs Gary & Mary Ann Harms were unable to attend.)



NAR Publicity/Media/Communications Couple: Mark & Kari Hooper



NAR Secretary Couple: Bud & Cindy Amack



NAR Finance Couple: Ken & Gina Schiess



NAR Presenting Couple Coordinators: Fred & Julie Schamber

The NAR Board has made effective publicity one of its principal priorities. In pursuit of this objective, Craig & Connie Leinicke were invited to address the February Board meeting. Craig and Connie were encountered in 1995 and began presenting in the UCC faith expression in 1996.



They are now LCMS so hopefully will become presenters for the Lutheran faith expression. They own the marketing firm "Leinicke Group" (www.leinickegroup.com) located in Manchester, Missouri. In the picture, Connie is holding a fishing lure representing current Marriage Encounter publicity practices whereas Craig is displaying the larger opportunity they believe is available by effective use of "social media" and other modern electronic forms of advertising.

The Leinickes gave a very informative talk about current social media that are important to develop if we want Marriage Encounter to grow. The plan would be for us to keep our very important traditional tools of inviting such as: personal inviting, pulpit talks, romantic dinners, informational events, and bulletin announcements, but to add to those the current media resources. They say that 80% of today's corporations use social media as a recruitment tool. If we sign-on with their marketing firm, they would begin by making our website more "seeker friendly" so it would be found more easily by those searching for marriage enrichment and then develop and implement an online marketing strategy to drive visitors to that website. This would include involving Marriage Encounter more in such things as: Facebook, Twitter, blogging, YouTube, mobile apps, and QR codes. They also envision that they could set up a system of e-blasting messages to churches/pastors using "Constant Contact"-- perhaps in the form of a monthly newsletter.

The Leinickes are to come back to Marriage Encounter with financial quotes as to the costs that would be involved in the various stages of this. Meanwhile, it behooves all areas to put together or update your databases of churches and encountered couples--especially email addresses--in Excel format. Some of these projects (such as e-blasting) will require this input from us.

Important Changes and Reminders:

- It was decided at the Board meeting that the ILME 800 number will be dropped. There were very few calls to that number, and it was costing \$1100.00 per year to keep it, so it was deemed an unnecessary expense. So please do not give that number out as an option any longer. You might also consider blocking it out on brochures -- the new ones will correct that.
- Also, if you are using the tri-fold brochures, remember that the post office box number in Spokane has been closed, so please replace this with stickers that give your registration couple's address so if someone chooses to mail the form rather than sign up with a credit card on the internet, it will go to your area. The GodLovesMarriage@comcast.net email is being monitored by the Hoopers, so it is fine to still use that.
- Another reminder that the supply couple, Dean & Katie Senne, are on vacation during January and February of 2011, so they will not be able to ship materials those months. Contact them at: kddesigner@charter.net.



Next Deeper Revised and May Date Set

The next Deeper Weekend is set for **May 13-15, 2011, in Houston.**

Note that due to the difficulty of many couples taking Friday through Monday off for Deeper weekends, Dave & Elsa Larson and Jim & Anita Tollefson recently met to work on structuring the Deeper so it can now run **Friday through Sunday** (eliminating Monday). This will

hopefully make it easier for couples to attend as well provide a financial saving. Be sure to get registration forms and Deeper Homework to the Deeper Coordinators, Dave & Elsa Larson, as soon as possible. The Larsons and Tollefsons are pictured above with Bruce Zellmer who they visited while in Sioux City working on the revisions. They report that Bruce is doing well; but, of course, misses his dear Ila very much, as we all do. [Bruce & Ila were long-time LME Weekend and Deeper presenters.]

Update from our NAR Publicity and Media Coordinators Mark & Kari Hooper

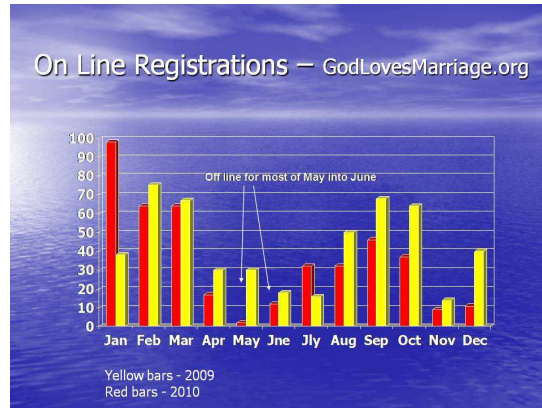
The www.GodLovesMarriage.org website continues to be an excellent tool.

419 online registrations occurred in 2010.

67 online registrations have occurred already in 2011 thru January 24th.

WE (Hoopers) THANK all the local area registration people for their cooperation in confirming by email to us whenever they have received an online registration. The system is working great!

WE ALSO THANK all the District Lay Couples for keeping us updated with Weekend date & location information that is needed for the website, in the format we have requested, that makes it easy & accurate to input.



Also a reminder of Online Donation Capability

Remember to let your communities know that online donations can be done on the www.GodLovesMarriage.org website! Since August 2009 [when online donation capability began on this website] to the present, forty-eight online donations totaling \$13,680.00 have been received.

Such donations are vital to our ministry especially during difficult economic times such as we have recently endured.

STATUS OF OUTLINE REVISIONS

As we reported last August, the following drafts had at that time been sent to the various faith expressions by the Worldwide Outline Committee. They were reviewed by each faith expression, and comments were sent to the committee. The drafts were:

- The combined Intro and Feelings talk to be given on Friday night
- The Today's World Talk
- The Listening Talk

Since then, drafts of the following have been received and reviewed:

- The Risk Talk
- The Self Talk

ENCOUNTER WITH SELF -- A main change in this talk is that to illustrate how self doubts can limit us and our relationships, we will go back to using the song from "The Man of La Mancha" where Aldonza sings to Don Quixote as she refuses to accept herself as the Dulcinea of his dreams. The Lutheran committee made some suggestions to try to avoid duplication of personality styles in this talk. Perhaps this can be addressed when the talk is "Lutheranized" as we have 4 speakers while the Catholics only have 3. Also, it was hoped that the talk could be streamlined and shortened. (The revised outline was about the same amount of time.) Again our committee suggested a prayer at the end of the presentation might be better than at the beginning.

RISKING TO TRUST IN DIALOGUE -- One of the changes in this talk is that we are going back to using another song from "The Man of La Mancha" where Aldonza has come to believe in her own goodness and lovability through Don Quixote's love and affirmation. The Lutheran committee expressed concern that again, instead of streamlining and shortening the talk, it was increased by more than 10 minutes. The committee also questioned the necessity of having all the presenters share an experience of risking to trust. The Outline Committee seems to have honored our request to have "suggested wording" instead of many "read as is" sections.

IN GENERAL, we continue to express concern to the Worldwide Outline Committee regarding putting the "Keeping Your Relationship a Priority" in the Renewal event as they have suggested. Since our Weekends are not nearly as plentiful, couples often come from quite a distance, so to expect them to return in a couple of weeks is not always feasible. Those areas which do Renewals in general report low attendance, and it is felt this concept is too important to have the couples miss. The combining of the 2 Friday night talks into one is currently being piloted around the country to check for workability. Carl and Dallas Presley are now the compilers of the Lutheran input which is sent to the Worldwide Outline Committee.

Attention All Area Presenter Couple Coordinators: Please see the following page for your District Presenting Couple Coordinators. It is essential that you keep them updated as to the current status and contact information of all your presenters.

2011 District Presenting Couple Coordinators:



District 1 Charles & Billie Roach

Charles & Billie have been married 23 years. They live in Marion, NC, and have 4 married sons, 12 grandchildren, and 2 great-grandchildren. Charles works for SE Container that makes bottles for Coca-Cola, and Billie is a retired nurse.

Email: roachves@charter.net



District 2 Ken & Julie Semento

Ken & Julie have been married 20 years and began presenting in 2007. They reside in Valparaiso, IN, and have 3 children and 4 granddaughters. Ken is an IT Manager at ArcelorMittal Steel, & Julie is an insurance billing rep. & Creative Memories Consultant.

Emails: julie.semento@gmail.com

ken.semento@arcelormittal.com



District 3 Larry & Yvonne Andrews

Larry & Yvonne have been married 33 years. They live in Omaha, NE, and have 2 married sons, one daughter engaged, and 3 grandchildren. Larry is a part-time high school art teacher having retired from full-time in 2006, and Yvonne is a full-time high school accompanist & plays for a church choir and teaches piano. Email: ylandrews@cox.net



District 4- John & Jennifer Pettinger

John & Jennifer have been married 32 years and live in Centennial, CO, and have a son and a daughter, 2 grandsons and a 3rd on the way. John is a lieutenant for the Denver Police Department and Jennifer is the City Clerk for Lone Tree.

Email: jjpettinger@comcast.net

Another reminder to **SAVE THE DATE: July 6-8, 2012**
for the International Lutheran Marriage Encounter Family Reunion
at the Doubletree Hotel Dallas-Campbell Centre

8250 N. Central Expressway, Dallas, Texas 75206-1888
Tel: 1-214-691-8700



District II will be hosting the 2012 international family reunion. The reunion will be held July 6 - 8, 2012, at the Doubletree Hotel Dallas—Campbell Centre in Dallas, TX, (18 miles from DFW Airport.) All activities are to be in this air-conditioned facility, so no need to worry about heat or a lot of walking. Featured speakers will be Steve & Anne Chapman who will open the reunion on Friday night and present several times on Saturday and help with the worship service on Sunday. The website being developed is: www.ilme2012.me. When the registration form is finalized, online registration will be available there using a credit card. For questions, contact Roger & Christine Williams at 972-530-1218 or email: lmedfw@gmail.com

For couples who commit before July 6, 2011, with at least a \$100 deposit, they expect the cost to be \$350/couple. After that date the cost may be \$395/couple. (This includes hotel room for Fri. & Sat. nights, three meals Saturday, 2 meals Sunday, and reunion fees.) This event has typically been a wonderful opportunity for adults as well as children to make friends with others from various countries. The children's programs will be designed to be fun, safe, and memorable for children ages 4 - 18 years.

The committee is requesting an electronic banner from each area plus 5-10 photos of your area couples in action -- community events, etc. that can be part of a video presentation, so start putting on your thinking caps regarding that.

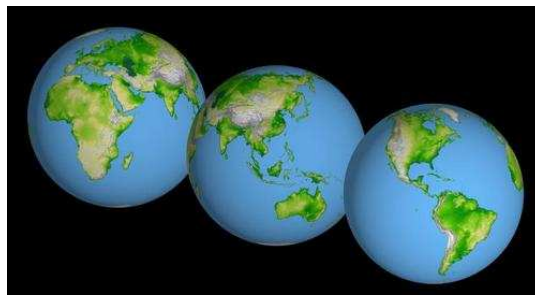
Nothing worth watching in movie theaters these days???



COMING TO THEATERS: FEBRUARY 25, 2011

Inspired by and modeled after Sherwood Pictures, the movie-making ministry that created "Flywheel," "Facing the Giants," and "Fireproof," the Memphis-based Graceworks Pictures brings us another faith-based movie: "**The Grace Card**" starring Michael Higgenbottom, Michael Joiner, and Louis Gosset, Jr. opening in theatres the weekend of Feb. 25.

When Mac McDonald loses his son in an accident, the ensuing 17 years of bitterness and pain erode his love for his family and leave him angry with God...and just about everyone else. He is partnered on the police force with Sam Wright, a part-time pastor and loving family man, who is questioning his calling. Can Mac & Sam join forces to help one another? "The Grace Card" is a reminder that every day we have the opportunity to rebuild relationships and heal deep wounds by extending and receiving God's grace. Check your local listings for theaters and times.



DON'T FORGET TO CHECK THE ILME (INTERNATIONAL LUTHERAN MARRIAGE ENCOUNTER) WEBSITE FOR ALL THINGS MARRIAGE ENCOUNTER.

For writers: Note that all outlines are now also posted in .doc format so you can use them as a basis for your writing. For all your information needed such as: current workbook, replacement pages, rosters of NAR Leadership Couples, District Leadership Couples, Presenters, Admin documents, Deeper and Kick-off materials, Presenter Hotlines, etc., simply go to: www.ilme.org. Click on: "Resources for Couples who have been on a Marriage Encounter;" then click on "Presenting Couples," and enter the password: "LME/pc."

