

United Church of God *an International Association*

Clyde Kilough
Chairman

Roy Holladay
President

Letter from the President October 29, 2004

Dear Brethren,

God certainly blessed us worldwide with a wonderful fall Holy Day season. Reports coming in from the various Feast sites indicate that the caliber of sermons and camaraderie were outstanding this year. Around the world, high attendance figures for the Feast of Tabernacles plus the number of shut-ins receiving Feast tapes from the home office totaled 20,487, about 3.7 percent higher than last year. This is also a new high attendance figure for the Feast of Tabernacles for United, surpassing the previous record year of 1996. Over the last six years attendance has increased by a total of 30 percent.

I would like to take you behind the scenes into some of the activities and initiatives that are being developed in the home office. Our main focus is always on caring for the membership and preaching the gospel to this world. We are gearing up for our annual advertising campaign to add new subscribers to the *Good News* list. Richard Pinelli and the Ministerial Services staff are drafting preliminary plans for ministerial conferences to upgrade the ministry in their service of the membership. Let me show how these principles of caring and preaching color all of our discussions. We have 11 projects that we are presently pondering.

1. *Education.* We have been deliberating on the needs of the ministry and membership from an educational perspective. These needs will then be prioritized according to importance, and a five-year plan will be put together to reflect these goals. United, figuratively speaking, has tons of materials (magazines, booklets, articles, tapes, ABC classes, etc.) that it has produced and will continue to generate. The important elements of education are how to motivate everyone to study and incorporate into their lives the principles we are learning. The Bible describes this as God putting His “laws in their minds and [writing] them on their hearts” (Hebrews 8:10). This places a responsibility on those who produce programs and those who study them. There must be a heart connection.
2. *Public relations and communications.* How do we communicate in a more effective way to the membership and public? We readily admit that we have not always handled problems and challenges suitably. How can we improve in these areas? We are also looking at our policies and procedures to see how they can be enhanced.
3. *Reconciliation.* The Scriptures focus on reconciliation from one end to the other. How can we do a better job with reconciliation at all levels of our organization? What can we do to better prepare the ministry and membership in how to handle these difficult situations?
4. *Instruction manual for parents, teachers and pastors.* We recognize that not everyone has had formal training in learning styles and teaching approaches for children of all ages—from birth to maturity. What are the best ways to impart to our children the fundamental principles of Scripture and the knowledge of God? What are the most effective approaches for the various growth stages of children?
5. *Youth weekends.* Presently the United Church of God has two winter family weekends planned on the opposite ends of the continent: one in Portland, Oregon, and another in Louisville, Kentucky. A lot of planning has gone into both of these weekends. Both locations provide a reservoir of physical games and activities with an emphasis on seminars and spiritual learning.
6. *History of UCGIA.* During its last set of meetings in August, the Council requested a draft proposal on how to inform the Church about the history of UCGIA. Those of us in the administration have been working with Vic Kubik to accumulate information on our origins. The 2005 GCE will mark our 10th anniversary of operation. As we progress further away from the

planning and organizational meetings in Indianapolis, we tend to forget events and circumstances. A permanent and accurate record needs to be produced.

7. *Media center.* Earlier this year the Council approved the establishment of a restricted fund for the development of a media center. Thanks to the contributions of all of you we have already reached two-thirds of the projected cap of \$150,000. As of today we have \$102,233 donated to this special fund. We are in the process of devising plans on how to logistically proceed with this project. The media center will be instrumental in our public proclamation of the gospel.
8. *Editorial Committee.* The need to generate ideas and input for all of our written literature is essential, as well as evaluating the effectiveness of all that we publish. How can we improve in all areas of proclamation?
9. *Retirement guidelines.* Over a year ago I commissioned a retirement task force to study how best to proceed with a retirement program for our employees. The task force, coordinated by Britt Taylor, produced a 70-page document containing many recommendations on how to proceed with a retirement plan. The administration was given the charge by the Council to bring forward policies and suggestions based upon the task force recommendations. We are in the process of doing that.
10. *Employee evaluations.* We are in the process of implementing a formal evaluation process of the home office employees.
11. *Job functions.* We will shortly begin to write up the various employees' job functions. These last two points only apply to the employees associated with the home office.

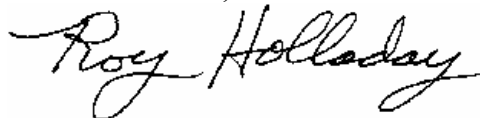
As you can see, there are a number of exciting projects and events that will be taking place over the next many months. For some of these items, members will benefit directly from new material and programs being made available to them. Other items will increase our effectiveness in preaching the gospel. And then a few items will help strengthen our internal organization, positioning us for further growth and development in the years to come. Of course, your prayers for God's will in all of these areas would be greatly appreciated.

Plans are continuing to progress very well for the UCG Winter Family Weekend in Louisville, Kentucky. As I write, the Clarion Hotel is completely booked (almost 400 rooms), and dozens of rooms have also been reserved in our overflow hotel, the Holiday Inn. That means hundreds of brethren will have the opportunity to enjoy four days of fellowship, activities and seminars together. During this past week, final plans for all events were presented to me, and I am genuinely impressed. There will be a great variety of things to do for all ages, and we will be having at least 20 different men and women presenting seminars.

Included with this letter is a registration form and brochure—both in PDF format. We will be sending printed copies of these out to all U.S. family households next week, but, if possible, we would like to ask our U.S. pastors to go ahead and make copies available on the information table too. Especially important would be the registration form, since we need one form from each person who plans to attend. Members should also continue to check out the Web page about the Winter Family Weekend (www.ucg.org/familyweekend) for regular updates.

Please continue to pray for all the activities and plans for the future. Your help is greatly appreciated.

In Christ's service,



Roy Holladay