

The Homesteader



A Publication of Homestead Presbytery

September 11, 2012 Issue

Dear Kris

Welcome to the The Homesteader!

[Homesteader Print Version](#)

Please share this with other members of your congregation - You are welcome to use it as a Sunday bulletin insert, forward as an email, print copies OR include all or part of it in your own church newsletter.



UKIRK - UNIVERSITY CHURCH - IS NEW DIRECTION FOR COLLEGIATE MINISTRIES: UKIRK - which stands for University Church

- was introduced at the 220th General Assembly of the Presbyterian Church (U.S.A.) as a new direction for collegiate ministries. The UKIRK video played to a standing-room only luncheon at General Assembly. There's more information at "[UKIRK](#)."

WANTED: If your congregation has college age youth attending school within Homestead Presbytery, please send their name and contact info, and home church to Kris Peterson. (kris@homesteadpres.org) She will forward their info to the Presbyterian churches in their area so they can be contacted about worshipping, Bible study and fellowship opportunities.

Remember our Patriots



[Friendly](#)

[PresbyterianChurches.org](#)

Awesome resources to assist congregations with the upcoming special campaign and to help with Hospitality and ministry outreach ideas. Check it out today!

[30 Second TV Spot](#)

[30 Second Radio Spot](#)

[OWLS Celebration](#)

Older, Wiser, Livlier Saints
September 18 - 19

[FALL 2012 Homestead Presbytery Session Records](#)

[Review Schedule](#)

Saturday, October 6

9:30am @ North Bend

2 pm @ Wayne

Saturday, November 3

2:00 pm @ Beatrice

[Presbyterian Youth Triennium](#)

July 16-20, 2013



Holy Smoke

FOOD for THOUGHT: APPLEBEE'S LESSON
by Richard 'Doc' Wyatt, Executive Presbyterian

Recently USA Today had an interview with the president of Applebee's restaurant about the changes

he's initiated. Let me share some of it:

Q. In its fourth decade, isn't Applebee's getting a bit long in the tooth?

A. We recognized several years ago that Applebee's had an opportunity to revitalize. People know and love Applebee's. We want to create a new generation of Applebee's lovers.

Q. Does Applebee's really stand for anything?

A. We're a neighborhood restaurant. We have enough options for people to use us on a regular basis. We're part of the neighborhood.

Q. But does Applebee's have a signature product-like McDonald's has the Big Mac?

A. Our steak. It's America's favorite steak.

Q. How will Applebee's look different?

A. We've redone everything to create a sense of arrival-from the stonework out front to the awnings. And we've created a unique mural for every restaurant that reflects the community.

Q. What's new on the menu?

A. You'll see fresh flavors of the season. 85% of our menu items are new or improved.

Q. Shouldn't Applebee's have made these changes many years ago?

A. The bottom line is, yes, the brand should continue to evolve. But the pace of change with consumers is at a rate it's never been before. We're not just setting the pace of change, we're riding their pace of change.

Q. Isn't your core customer getting too old?

A. Our core customer continues to change. You have families with kids and millennials using us differently. It's less about the customer being old and more about being relevant to a variety of people.

Q. What did you learn while at Friday's or Morton's that is now part of Applebees?

A. The most important lesson is the way we expect our people to engage with our guests. You have to show every guest that you care.

Q. [Final thoughts...]

A. We're trying to position the brand to be relevant with our ever-changing guests. This is a journey that doesn't end.

I was struck by how relevant these questions and answers are for our congregations. Re-read these Q&As substituting my church for Applebee's. Are your responses as good?

- Are we creating a new generation of Christians?
- What is our church known for?
- Do we have a signature "steak" or "Big Mac"? A program or mission or service?
- Does our building create a welcome upon arrival? Does it celebrate our neighborhood?
- Are our activities and offerings 'fresh'? What percent is 'new and improved'?
- Are we continuing to evolve? Or stuck with things that should have been changed years ago?
- Are we relevant to a variety of people?
- Do we engage with our visitors and show that we care?
- Are we striving to be relevant to those we wish to attract? Are we on a journey that doesn't end or at the end of our road?

Food for thought...

high school age youth
(Fall 2013 freshman thru
graduating spring of 2013)
Cost: \$469.00 per person
Homestead Presbytery covers
transportation costs
Registration
January 31- May 31, 2013
Currently looking for
Group Leaders.
Registrar: Rev. Cathy Allen
tworevs52@yahoo.com
or 402-892-3362

[Homestead Presbyterian
Women Reading List
2012-2013](#)

[Related Links
Presbyterian Church \(USA\)](#)

[Synod of Lakes & Prairies](#)

[Running Notes](#)

[More About Homestead
Presbytery
2012 Statistics/Info](#)

The scoop on [Per Capita](#)



[Calvin Crest Camp &
Conference Center](#)

Gina Meester now has a blog
about her life in Africa as a YAV -
check it out at
<http://qmyav2012.blogspot.com/>

Tell us what's going on in the life of your congregation or ministry -
Church news, event promotion, mission articles and photos are all welcome!

Please submit articles to krisp@homesteadpres.org
or mail to 1135 Eastridge Road, Lincoln, NE 68510

Contact Information

Congregational Resource Coordinator, Kris Peterson

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