

NACBA – Alamo Chapter
Minutes of April 12, 2012
11:30 a.m., Christ Episcopal Church

Officers Attending: Dave Thomas, President; Darla Nelson, Vice President, and Butch Gerfers, Treasurer.

Members Attending: Norm Hils; Donna Shreve; Joyce Streuding; David Thomas; Carolyn Tuley; and Francesca Watson.

Others Attending: Mark Elliott; Patrick Gahan; Rick Gonzales; Gaye Hank; Lucas Novak; John Scheffler; David Trawik; and Jeannette Watson.

President Dave opened with prayer and a welcome.

Report/Action Items:

1. Minutes from the last meeting were reviewed. Norm made the motion for their approval; Butch seconded. The minutes were unanimously approved.
2. The Financial report for March was presented by Butch Gerfers, and a copy is appended to these minutes for reference. We received \$150.00 from membership dues, and paid \$372.00 for speaker honorarium and mileage. We finished the month with \$612.53 in checking and \$1500.91 in savings for a total of \$2,113.44. Darla asked if the Chapter was planning to make a charitable distribution next month. Dave said that it would be discussed at the next meeting. Darla moved to accept the Financial Report; Norm seconded. The Financial Report was approved.
3. Dave discussed the upcoming election of officers for the coming year; three of the officers have agreed to stand for another term: Dave Thomas, President; Darla Nelson, Vice President; and Butch Gerfers, Treasurer. Hermy Rudloff has decided not to stand again as Secretary. Francesca Watson has agreed to serve as Secretary, and others interested in being considered for election to let Dave know.
4. Dave asked for meeting topic recommendations for the coming year.

Program: The Reverend Patrick Gahan of Christ Episcopal Church was introduced, presenting the topic "What's in a Name?"

Rev. Gahan discussed the importance of recognizing and greeting people by name. As he was getting familiar with parishioners at a new parish, he tried to devise a system to help him recognize and name the people he encountered each Sunday that didn't involve permanent name tags; they scream "insider" and half the time people leave them at home. It is also important we let visitors know they honored us by attending our churches; Jesus brought them, and as His emissaries, we should make them welcome. Since Sundays are for seekers, and every Sunday is the Super Bowl, we need to be mindful about how are we caring for the people the Lord brings to us.

Rev. Gahan shared a system using disposable name tags. The list of names includes existing members plus returning visitors. Visitors should be cared for by a team of people with a heart for the newcomer; think "hospitality" not "ushers." Team members fill out visitor cards with each visitor to make the process easier, and the cards are given to the pastor for follow up calls, which he makes each Sunday evening. Once he has contacted the visitors, their names are added to the name tag list; the name tags are printed each week and posted in a central location where

everyone – members and returning visitors – can grab their name tag on the way into worship. The personal contact dramatically increases the possibility that visitors will return, and it increases the intimacy in the congregation as a whole when people can greet one another by name.

The program also allows for valuable data analysis; while it takes 21 or 22 repetitions to get into a habit, it only takes eight repetitions to get out of one. Do we know who is staying and who is leaving? What is the demographic make-up of the people who have stopped coming? We can use the system to contact people who have stopped coming at the six or eight week mark, before we lose them altogether.

Upcoming Events:

- NACBA National Conference, Houston July 10-14, 2012

Next Meeting: Next month's meeting will be on Thursday, May 10, 2012. The topic will be "Balancing Business with Ministry" at First Baptist in New Braunfels; their senior pastor will lead the program.

Respectfully submitted,

Francesca West Watson
Acting Secretary