

# FIRST PRESS

First Presbyterian Church [www.fpclly.org](http://www.fpclly.org)

Volume 30, Issue 12

December 2011

Dear John,

Everybody knows that Christmas sales are vital for the bottom line of most retailers. That probably explains why at least one mega-retailer moved its "Black Friday" midnight opening up to 10:00 P.M. on Thanksgiving this year. It got a crucial two-hour head start on the competition.

Marketing experts armed with computers, scanners, and video cameras have all contributed their efforts to identifying the behavior of consumers. Merchants solicit advice from professionals about smells, music, lighting, and product display and placement, all in an effort to lure shoppers and entice purchasers.

The most obvious incentive for shoppers would seem to be lower prices. It was suggested some years ago that a ten percent drop in price could boost sales by twenty to thirty percent. But there has to be a point of diminishing returns to that. I mean, how low can you go and still remain in business? What's more, too many discount sales events might cause shoppers to refuse ever to buy an item at its regular price. We're also advised that special displays can increase purchases by as much as eighty percent. And that by adding local advertising to the mix, along with product tie-ins to things like current movies and popular celebrities, sales can be pushed in certain cases to two hundred percent!

Strategically-placed hidden cameras help to document customer behavior. They can reveal where shoppers look, where they stop, where they go, the bottlenecks they encounter, and even the sales per number of customers passing by a particular product. I've read that just by altering the layout of a store, sales can improve as much as twenty percent. Not surprisingly, eye-level height is the most profitable display area for a product.

The lower on the shelves an item is placed, the lower the sales.

I never thought of Christmas as a science, but it certainly has become one. Except not even the experts can answer the perplexing question, "What do you get for the person who has everything?" Let's hope it's a great Christmas for everyone. Have a joyous one!

Your friend, Gus



## CHRISTMASTIME AT FPC

Dec. 4	- 5:00 P.M.	Hanging of the Greens
Dec. 4	- 6:00 P.M.	Advent Dinner
Dec. 11	- 4:00 P.M.	Chancel Choir Concert
Dec. 18	- 9:30 A.M.	Christmas Breakfast
Dec. 18	- 11:00 A.M.	Christmas Pageant
Dec. 24	- 5:00 P.M.	Christmas Eve Family Service
Dec. 24	- 11:00 P.M.	Christmas Eve Communion Service
Dec. 25	- 11:00 A.M.	<b>Worship</b> One Service Only No Sunday School
Jan. 1	- 11:00 A.M.	<b>Worship</b> One Service Only No Sunday School

**FIRST PRESS WELCOMES  
BILL PHILLIPS  
ITS RECENT NEW MEMBER!**



**William "Bill" Phillips**  
4320 Montgomery Road, Lynchburg, VA 24503  
Tel: 434-384-2383

Please welcome Bill Phillips as the newest member of First Presbyterian Church. Bill joins Carolyn, his wife of 66 years, as a member of our church. He enjoys playing duplicate bridge, twice each week, as well as swimming at the YMCA. Be sure to give Bill a big welcome when you see him. We are so glad to have Bill and Carolyn as members of our church.



**PRESBYTERIAN WOMEN**

The Coordinating Team will meet on **Monday, December 5 at 10:00 A.M.** in the library.

The Young and Not So Young Circle will meet on **Tuesday, December 6 at 9:30 A.M.** in the library.

The Book Circle will meet on **Monday, December 12 at 10:00 A.M.** in the library. The book to be discussed will be *Mr. Timothy* by Louis Bayard.

The Horizons Circle meets on **Monday, December 12 at 10:00 A.M.** in the Officer Room.

The Evening Circle meets on the second Tuesday of each month. The next meeting will be **December 13** at the home of Jeannette Strunk, 200 St. James Place, Lynchburg, 24503. Meet at 6:00 P.M. for a potluck dinner.

**PW Christmas Program and Luncheon  
Monday, December 12**

**Installation of new officers  
Program: SHARING OUR NATIVITY SETS  
Martin-Gifford Room 11:15 A.M.**

All women are invited

Luncheon provided by the Horizons Circle in the Officer Room.

Do you have a nativity set you would be willing to share with us? Our program will be a sharing of our crèche scenes. If yours is large, you could bring selected pieces. Perhaps, it has an interesting origin. Maybe you made it. Did it come from an unusual place? Did it play an important part in your family traditions? Is it unusually large or small? Is it made of some unlikely materials? Does it have a funny or touching story behind it? Was it passed down through several generations? Is it something that you bought on a memorable trip? Did a family member break a piece as part of a "worst Christmas ever"? Does it stay on display all year? Did you collect it over a long period of time? We would like to have as many and as varied sets as possible. It may be a plastic set used by your children or a fabulous set that is a wonder to behold.

Each and every nativity set reminds us that the Christmas story is certainly the most beloved story in the Bible and the one most familiar to children.

Contact Sandra Wilson at 384-3963 if you are willing to share your crèche on December 12.

**The Single  
Adult Fellowship**

will get together for lunch on **Sunday, December 11.** We will meet at Applebee's restaurant on Old Forest Rd. Meet by 12:30 P.M.





**PRAYERS AND SYMPATHY**  
are extended to

the family of  
**Samuel Preston Craighill, Jr.**  
who died on October 28, 2011

and to

Janie Walton  
in the death of her husband  
**William "Bill" C. Walton**  
who died on October 28, 2011

and to

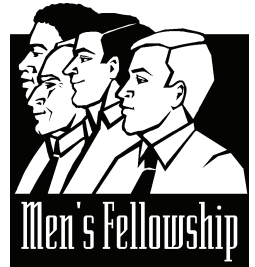
Spencer Hughes  
in the death of his wife  
**Mary Lee Hughes**  
who died on November 15, 2011

### Men's Fellowship

An open invitation is extended to all men of First Presbyterian Church to participate in one or all of our Men's Fellowship programs.

We meet on the second Wednesday of the month as follows:

- Jan. 11, 2012
- Feb. 8, 2012
- Mar. 14, 2012
- Apr. 11, 2012



We have social time from 6:00-6:30 P.M. Buffet starts at 6:30 P.M. The program begins at 7:15 P.M. and is over by 8:00 P.M.

Sign-up sheets will be available in the lobby two Sundays prior to the program date. The cost of each program is \$10.00, including a full buffet catered by Meriwether-Godsey.

Please come and join your friends or meet new ones. We look forward to seeing you on Jan. 11, 2012.

The following is a description of the programs on the specified dates.

- Jan. 11, 2012** Speaker: Dr. Joe Turek, Professor of Economics, Dean of the School of Business and Economics at Lynchburg College  
Topic: "What's Ahead for the Economy"
- Feb. 8, 2012** Dr. Lucius Clay, Lynchburg surgeon, will provide us with an enjoyable evening with stories of his grandfather, General Lucius Clay, who was in charge of rehabilitating Berlin at the end of World War II.
- Mar. 14, 2012** To be announced
- Apr. 11, 2012** To be confirmed

Mitchell Mays, Chair



**REMINDERS!**  
**No coffee café on December 25 and January 1.**



### "FEED THE HUNGRY..."

In November, FPC provided Thanksgiving dinner for five families chosen by the Interfaith Outreach Agency. Five FPC groups contributed to the dinners. The groups included the deacons, the choir, Jim Richard's senior high class, the Christian Explorations class, and the morning Horizons Circle.

Grace Bohnert coordinated the effort. She contacted the families and determined how many were in the family and their preferences. Grace then gave the information to the five groups.

The groups delivered the food the Saturday before Thanksgiving, and the families enjoyed preparing their own holiday meals.

The Community Missions Committee thanks the five FPC groups and Grace Bohnert for their assistance in this effort to reach out to our community.

Marilyn Bellaire, Chair



**Advent Service of Lessons and Carols,  
Sunday, December 11 at 4:00 P.M.**

Come, enjoy the hearing and singing of favorite Christmas carols along with anthems and readings from the scriptures in this traditional service presented by our **Chancel Choir**. Invite your friends and neighbors to experience the joy of the Christmas season through music. Mark your calendars now for an event you won't want to miss.



**NEW FIRST PRESS DEADLINE**

**As of December 2011, the deadline for all First Press newsletters will be the fifteenth (15) of the month.**

**DATE CHANGE!**

**Coming in January:** Starting on **Monday, January 30 at 4:00 P.M.**, the Music Ministry will offer a music appreciation class for adults interested in learning about what makes great music and how one can better understand it. This class will meet every Monday, is geared for those with or without musical training, and promises to be an engaging experience. For more information, contact Ray Weidner at 384-6231.



**FROM THE BUSINESS OFFICE**

**Statements Sent Out First Week of December:**

Statements will be sent only to those individuals who have not yet completed payments on their 2011 pledge. This is just an up-to-date status report for your information. Please review the report, and if you have any questions, contact Lori Wright at the church office or by email at [lori@fpclcy.org](mailto:lori@fpclcy.org).

**Attention Stock Contributors:**

Please make every effort to make **stock gift transfers by December 15**. This will allow time for the gifts to be transferred to our accounts and for proceeds to be received by year end. Proceeds received after year end require much additional handling at a very busy time of year. **Thank you.**

**Expense Reimbursements:**

Please be sure to submit any requests for reimbursement of the 2011 budget year expenses by December 28. Any checks written after December 30 will be charged to the 2012 budget.

**2011 Contributions Deadline:**

Contributions received in the office by close of business December 30 or **postmarked** on or before December 31 will be posted to contribution statements for the 2011 tax year.

If you have any questions regarding the above, please contact Lori Wright in the Business Office.

**FINANCIALLY SPEAKING. . .  
as of October 31, 2011:**



Income Budgeted to date:	\$618,419
Income Actual to date:	\$667,170
Expenses Budgeted to date:	\$733,718
Expenses Actual to date:	\$691,665

In October our actual expenses exceeded our actual income, resulting in a deficit of \$24,495. We appreciate the faithful giving from our members and friends, and we hope to return soon to operating in the black.

**HANGING OF THE GREENS DINNER  
DECEMBER 4, 2011 AT 6:00 P.M.  
IN THE FELLOWSHIP HALL**

The Christian Explorations Sunday school class would like to invite the congregation for fellowship, conversation, and dinner, following the "Hanging of the Greens" service at 5:00 P.M. on December 4, 2011. What a festive time for fellowship! Please make your reservation at the sign-up table in the foyer by November 27, 2011 so we can adequately serve all attending. The contribution basket will be placed at the door of the fellowship hall. We look forward to seeing you there!



**DECEMBER BIRTHDAYS**

- |  |  |  |   |
|--|--|--|---|
| <b>1</b> Pettyjohn, Mary Macon<br>Pumphrey, Kathryn  | <b>10</b> Buhler, Frank<br>Lichford, Bambi<br>Riordan, Karen   | <b>15</b> Rumney, Blair<br>Smith, Randy  | <b>21</b> Craighill, Sally<br>Kidd, Lauren  |
| <b>2</b> Gravely, Carey<br>Hartman, Marilyn<br>Howard, Elizabeth   | <b>11</b> Giles, Frances<br>Richards, Christopher<br>Richards, Ed<br>Walker, Jean                                    | <b>16</b> Fraley, Mary Ellen<br>Will, Kelly  | <b>22</b> Stone, Mike<br>Warrick, Jean<br>Wood, Susan   |
| <b>3</b> McBratney, Marcia<br>Strunk, Jeannette  | <b>12</b> Adams, Tricia<br>Burton, Jeb<br>Claiborne, Jennifer<br>Harding, Moyanne<br>Matthews, Shirley<br>Perry, Lee | <b>17</b> Barrett, Janice<br>Bennett, Mary Mac<br>Eskridge, Emma<br>Lifsey, Emmett<br>Nexsen, Ferrell                                      | <b>23</b> Lewis, Van<br>Nexsen, Court<br>Shank, Brittany<br>Strader, Martha<br>Thomas, Noël   |
| <b>4</b> Milam, Marcia<br>Shilling, Marcy  | <b>13</b> Armstrong, Meg<br>Sublett, Jane  | <b>18</b> Cosby, Terry<br>Crockett, Joe<br>Jester, Whitney<br>Wilson, Jeff   | <b>25</b> Pettigrew, Will<br><b>27</b> Hamner, Doug<br>Pettigrew, Ann Kendall   |
| <b>5</b> Perry, Mike   | <b>14</b> Grabeel, Noah<br>Kowalski, Wynne<br>Martin, Debora<br>Niles, Dick  | <b>19</b> Arthur, Raine<br>Heppner, Chris<br>Wittschen, Marge  | <b>28</b> Bird, Derek<br>Craddock, Emily<br>Keefer, Corlett   |
| <b>6</b> Douglass, Jim<br>Foster, Megan<br>Higley, Dylan<br>Mosby, Leyburn<br>Schuster, Marian<br>Weaver, Taylor | <b>15</b> Guill, Larry<br>Johnson, Stuart<br>O'Brian, Bobby<br>Owen, Charlie   | <b>20</b> Carrington, Grayson<br>Cleland, Judie<br>Dupuis, Susan<br>Gallagher, Madison<br>Hanna, Jack<br>Strosnider, Nancy<br>Varner, Bill | <b>29</b> Burger, Mary<br>Kittrell, Allie<br>Leslie, Sally<br>Preston, Megan Smith<br><b>30</b> Story, Henry<br>Weaver, Peyton<br>East, William |

If your name is not here but should be, please call the church at 384-6231.

**MEMBERS HELPING MEMBERS  
IN DECEMBER**

**Gail Kowalski - 384-6058  
Ferrell Nexsen - 384-5271**

Thanks to Amy Heppner and  
Patty Arthur for serving in November.

**REMINDER!**

**Various Community Events are  
posted on the bulletin board  
opposite the Pastor's office.**

**Stop by to read about upcoming events.**



## Hanging of the Greens December 4 at 5:00 P.M.

Our "Hanging of the Greens" service will take place on **Sunday, December 4 at 5:00 P.M.** in the sanctuary. Thanks to all who have signed up to help make this service a success!

Participants are reminded of the **mandatory rehearsal on Saturday, December 3.** **Decorators** will meet at 9:45 A.M. for a brief (no more than thirty minutes) rehearsal. **Readers** will meet at 10:30 A.M. to read over their parts.

On **Sunday, December 4**, participants are to meet near the library at **4:15 P.M.**

Don't forget that for those who signed up, a dinner follows in the fellowship hall prepared and served by the Christian Explorations Sunday school class.

## Christmas Pageant



The Children's Christmas Pageant will take place at the **11:00 A.M. worship service on Sunday, December 18.**

**All children with speaking roles are reminded of the mandatory rehearsal on Saturday, December 17 at 10:00 A.M.** Preparation for the pageant will also occur during the Sunday school hours on **December 4 & 11.** Lines are to be memorized by **December 4** so that all actors and actresses can practice together.

On **December 18**, the morning of the pageant, the remaining cast of animals (young children and first graders) and angels and shepherds (second and third graders) will meet in the Sunday school rooms at **9:45 A.M.** in order to dress and prepare for the rehearsal at 10:00 A.M.

**Young children** (three years old through first grade) are invited to dress as any type of animal. Parents, be creative! There are some outfits available at the church, but if you have any animal costumes, headpieces, etc. plan on bringing them. Children are asked to wear white, gray, or black long sleeve shirts or sweatshirts and matching pants (nothing too dressy as they will be crawling on the sanctuary floor).

**Second and third graders** are invited to dress as angels and shepherds. Typically, the boys are shepherds and the girls are angels, and they will help to "herd" the animals. There are several shepherd costumes and angel halo and wing sets at the church, but participants are encouraged to bring their own with them. Angels should dress in white.

## F.A.I.T.H. Mountain Sunday School

We are in need of a **teacher** for the **drama and cooking rotation** in **January** as well as **games in March.** Please contact Meggan Farwell [meggan@fpclcy.org](mailto:meggan@fpclcy.org) if you are interested in teaching. Thanks, and remember the children need you!

Thanks to our **November teachers:** Matt Foster, Ken Kowalski, Blair Moseley, and Bobby and Becky O'Brian.

We look forward to another great month with our **teachers for December:**



## Youth News

**Sunday, December 4 – 5:00 P.M. – Hanging of the Greens!** Come to the sanctuary at 5:00 P.M. for the “Hanging of the Greens” service. Many of you have signed up to be a part of the service, and for those who have not, come and support your friends and start the holiday season in the right spirit!

**Sunday, December 11 – 4:30 - 6:30 P.M. – Middle School and High School Christmas Party at Meggan’s House!** We had so much fun at Halloween, let’s do it again for Christmas! Come out to Meggan’s House, 338 Saratoga Drive, Lynchburg, VA 24502 (near Wyndhurst and Brookville High School) for food, fellowship, and fun! **Bring a \$5 gift suitable for a guy or a girl for a gift exchange and for a children’s toy to donate to Jericho Baptist Church’s toy drive. Bring \$3 for dinner.**

**Sunday, December 18 – No Youth Group.**

**Sunday, December 25 – Merry Christmas – No Youth Group!**



## FESTIVE FELLOWSHIP EVENTS SCHEDULED FOR DECEMBER

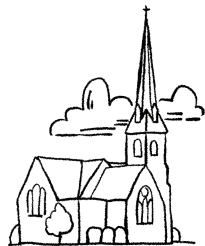
**“Hanging of the Greens” Family Service**  
 Sunday, December 4  
 in the sanctuary at 5:00 P.M.  
**Fellowship Dinner**  
 in the fellowship hall at 6:00 P.M.

Thanks to the Christian Explorations Class for sponsoring this special dinner.

**Annual Christmas Breakfast**  
**Sunday, December 18**  
 9:30-10:00 A.M. in the fellowship hall

A full breakfast that is always a very special event!

**Sunday Coffee Café**  
**Sundays, December 4 and 11**  
 9:30-10:00 A.M. in the fellowship hall  
 Informal coffee and other hot beverages, juice, and pastries



Stewardship Campaign

## Saints Alive! Living Generously

Your Stewardship Committee would like to remind you to return your pledge materials if you have not already done so. Additional pledge materials are available at church. Call the office (384-6231) and the materials will be sent to you. You may also call or email our business manager, Lori Wright [lori@fpcl.org](mailto:lori@fpcl.org) with your pledge information. Electronic giving is also available.

Thank you!



## The Membership/Fellowship Committee Thanks....

**\*The Pastor’s Sunday school class:** helping with the Thanksgiving Bountiful Breakfast

**\*Betty Jo Hamner, Becky O’Brian and their team of volunteers:** another very successful Advent Workshop for the children of the church

**\*All of the people:** volunteers of time and refreshments during the past year. FPC is truly blest to have such a generous and talented church family!

**COMMITTEE CHAIRS**

**2011 - 2012**

**Diaconate Chair - Alan Pettigrew**

**Clerk of Session - Diane Stroud**

Budget/Finance	-	Doug Brockman
Building	-	Caskie Giles
Care & Nurture	-	Robyn Johnsen
Christian Ed.	-	Persis Tinsley
Community Mission	-	Marilyn Bellaire
Grounds	-	Mike Harrington
Membership/ Fellowship	-	Lee Perry
National/World	-	Harold Riley
Personnel	-	Bryant Hare
Ushering/Offering	-	Julie Brammer
Witness/Outreach/ Stewardship	-	Alan Pettigrew
Worship & Music	-	Diane Stroud



**May**

**PEACE**

**fill your world,**

**HOPE**

**warm your heart,**

**and**

**JOY and LOVE**

**brighten your life.**

**YOUR CHURCH STAFF**

**Next Newsletter: JANUARY 2012**

**DEADLINE: DEC. 15, 2011**

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