

## Wilderness Words



## Spirit of the Wilderness

Weekly News—December 3, 2009

### Mentor Notes:

I just spent three days in a business course called Foundations of Marketing—funded by the Greenstone Group that supports business start ups in northern Minnesota.

Although officially I was there to learn for WindCradle, a lot seemed very relevant to us at Spirit of the Wilderness. For example:

- What are we offering?
- What is its value?
- What do we have that distinguishes us from our “competitors”?
- Who are our “customers”—others who might find it valuable? (This might be several different groups of people.)
- How might we find ways to communicate this value to those groups?

Let's continue to pray about and ponder these questions together!

Blessings—

+Mary Ellen

### What's happening?

Our Episcopal Ad Project Posters will be available this week for our Christmas Eve service. Besides running in the paper, they provide us with an opportunity not only to remind people that we are here in Cook County, but also to communicate something of who we are. Please put these up!

Lovely cards (made by Ellen Stubbs) are going out to our absent friends to remind them of Spirit of the Wilderness.

Ice Luminaria for Christmas Eve—these are being made by Max Linehan. We also want some kerosene lanterns for the gateposts.

Women's Spirituality Group—I'd like to add a new one of these for a different group of women—GM and West in January—who's interested?



Dates to  
Remember!!



- **Sunday, December 13th:** Adult forum: Layne posed a great question at the end of our last forum was this—how is it that people read scripture so differently? Is there a correct way to read it? What are we bringing to our reading of scripture?
- **Wednesday, Dec. 16th:** Potluck and Advent Meditation at WindCradle.