

INSIDE Journal

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For Friends and Customers of Northwestern Publishing House

Winter 2012

Penny Wars

Looking for a great way to renew the missionary spirit in your classrooms? One southeastern Wisconsin school found inspiration, with pennies.

It was a collaboration between teachers and faculty at Bethany Evangelical Lutheran School in Kenosha. They came up with the idea to start a penny war. The goal was to spruce up their chapel's Christmas decorations. According to Principal Chris Avery, they ended up with not just beautiful new decorations, purchased from NPH, but students who, for the first time, got to see their missionary efforts at work.

Their money had not only bought new Christmas decorations, but the students got to see their missionary efforts at work for the first time.

The penny war was conducted just like any traditional game. Each classroom had a jar outside its door to fill with pennies. All other monetary amounts—nickels, dimes, quarters, or dollar bills—found in the jars would count against that class. The principal said that the students really got into the spirit of competition. In the end the students raised about \$460 for the Altar Guild. Avery said that when they went to chapel, having the students see the decorations that their money had bought made them very excited about

giving. Students also commented that having the donation baskets visible to them every day reminded them to give. Several students even suggested that the school place other donation baskets outside the classrooms where the penny jars were located as daily reminders to give and, according to Avery, it's working. The school's quarter collection has doubled, and now their food-drive baskets are being filled to the brim.



Do you have an interesting story about an NPH product? Please let us know, and we may print your story in a future issue of *Inside Journal*. Perhaps by reading your article, other congregations will get ideas to help them “Proclaim His Salvation.”

Christ-Light 2 Update

Artist Frederick Phillips once stated, “It is often hard to distinguish between the hard knocks in life and those of opportunity.” That sentiment seems to tie in well for us here at NPH as we prepare the new Christ-Light 2 curriculum.

Many have expressed the sentiment that the decision of Zondervan to discontinue publication of the Bible translation used with our curriculum must be quite a blow to NPH. It is true that the decision is forcing us to change some plans and delay the publication of the curriculum. The fact that it will take some time to reach a consensus regarding the preferred translation to use in our publications creates some interesting challenges. However, these events are also providing us with



opportunities—two major opportunities in particular.

Over the next year, we will have the opportunity to focus a lot of attention on the Sunday school module of the Christ-Light curriculum. Our plan is to publish the Sunday school module for the 2013–2014 school year in a format that will be very usable no matter which Bible translation a congregation prefers. You can visit our special curriculum Web site

(www.nph.net/CL2) and view the Sunday school samples to see what that means.

The Lutheran elementary school module will not be published until 2014, or later.

That delay gives us the opportunity to work with the translation decisions that should be made this next summer.

Also important, the delay provides us with the opportunity to formally survey Lutheran elementary schools to find out how technology is being used for teaching Christ-Light. The results of the survey could suggest changes to the LES module that would better fit the technology teachers are able to use. When the survey arrives, we hope you will be willing to help us understand how we can best serve you.

FYI

Lent Kit

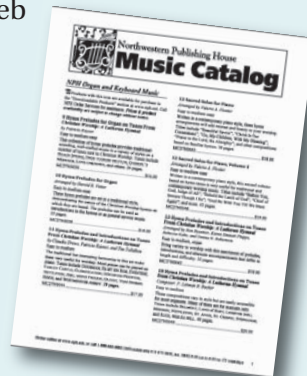
Remember, Ash Wednesday is February 22, 2012. The new Lenten service kit *See His Cross!* (IJ18N0402, \$39.99/IJ18N0402E, \$31.99 downloadable) contains resources for nine services (six midweek, Maundy Thursday, Good Friday, and Easter Sunday), which include complete texts of sermons; notes and suggestions for using the orders of service; hymn, Psalm, and Scripture reading suggestions; Psalm prayers; thematic prayers for the services; and a copy master for the midweek order of services. The sermon themes in 2012 examine surprising words from the passion. The sermons are also available separately (IJ18N0403, \$16.99/IJ18N0403E, \$13.50 down-



loadable). See the texts, additional information—including a sample of the sermons—and the downloadable editions at www.nph.net/lent.

Latest Music Catalog

Visit www.nph.net/music to download the latest version of the *NPH Music Catalog*. As we add items to our sacred music repertoire or change their format from print to PDF, we will update the catalog at this Web address.



Confirmation Shopping Online

With confirmation day approaching quickly, we encourage you to visit www.nph.net/confirmation for a look at the Christ-centered items that NPH has to offer. A gift from NPH is the perfect way to commemorate a confirmation. Spread the word to your family and friends that NPH is your one-stop shop for confirmation books, jewelry, invitations, custom-imprinted Bibles, and more. NPH has posted a bulletin copy master for the confirmation season so that churches and schools can share the message—visit the Web address above to find the downloadable PDF.

New Members on NPH Board

The NPH Board of Directors welcomes two new members this year. As a nonprofit organization, NPH is governed by a board of directors elected at biennial conventions of the WELS. The board's responsibilities include setting the direction and policies of NPH, approving manuscripts for publication, and making management recommendations. The board is the calling body for the called workers of NPH and approves capital expenditures and the annual operating budget. Members serve six-year terms and may succeed themselves once.

At the 61st Biennial WELS Convention this past summer, delegates elected layman Matthew J. Plocher of Grace Lutheran in St. Joseph, Michigan, and Reverend Joel Schroeder of Mt. Olive in Overland Park, Kansas, to replace the former chairman, Gene Baer, and Pastor Robert Gurgel. Professor John Hartwig was elected as the new chairman. Matthew Plocher spent time at Michigan Lutheran Seminary and Northwestern College before graduating from the University of Michigan. He has worked in several avenues of the print and publishing

industry and currently resides in St. Joseph, Michigan, with his wife, Holly, and their four children. Rev. Schroeder is originally from Watertown, Wisconsin. He accepted a call to Mt. Olive in Overland Park, Kansas, in 1982. After 13 years away from the ministry, he now serves there as an associate pastor. Schroeder has been married to his wife, Ruth, for 32 years and has a daughter and son.

We thank outgoing members Baer and Gurgel and welcome our new members with wishes for God's richest blessings.

TRAVEL BACK IN TIME with VBS 2012!

Chrome door, digital time counter, travel tube for one . . .

Enter a technologically savvy time machine and go *Back to Jerusalem!* While using vacation Bible school materials from Northwestern Publishing House, kids will pretend to enter *Rewind*—a shiny, techy time machine—and go back to the time of Christ. In God's Word they will learn that:

- Jesus is our perfect Savior, who always obeyed his heavenly Father and his earthly parents.
- Jesus looks for sinners, to bring them to faith in him as the Savior.
- Jesus lived, died, and rose to forgive our sins and give us life in heaven.
- Believers thank Jesus by obeying him and by showing love and kindness to others.
- Believers have the important job of telling others about the Savior.

Start planning early to make full use of the ideas suggested in the leader and teacher resources. Look for hands-on projects from New Testament



times such as brick making, weaving, dyeing, and making wax tablets.

Materials for the leader, the teachers, and the students are entirely reproducible, and the CDs can be kept for use in future years. Full-color printed lessons are also available. By using the student materials and also the downloadable adult-teen Bible study, you will have materials for ages 3 to adult. Visit www.nph.net/vbs for more information.

So plan now and get ready to go back in time, *Back to Jerusalem*. Learn the message that is timeless—the unchanging Word of God!



NPH New Releases

Curriculum

Biblical Figures for Interactive Whiteboards (Christ-Light). IJ35N0147, \$29.99

Back to Jerusalem Sample Kit. Christ-Light 2012 VBS Curriculum. Includes student lesson and teacher's guide for Day 1 of Level 3, adult/teen lesson for Day 1, and 2012 VBS order form. IJ10N1658E, FREE (download at www.nph.net/vbs)

Devotions

The Word Speaks: 365 Devotions Based on the Sayings of Jesus by Kenneth R. Kratz. IJ06N0741, \$19.99

General Reading/ Professional Resource

And She Was a Christian: Why Do Believers Commit Suicide? by Peter Preus. IJ15N0773, \$25.99

Impact Series

The Narrow Lutheran Middle: Following the Scriptural Road by Daniel M. Deutschlander. IJ15N0774, \$18.50 (also available in Kindle and Nook formats at www.amazon.com and www.bn.com, respectively, \$14.80)

NPH Classics Series

Up to Jerusalem: Devotions for Lent and Easter by John A. Braun. IJ06N0711, \$17.00

People's Bible/

People's Bible Teachings

End Times: Jesus Is Coming Soon by Thomas P. Nass. IJ15N0623, \$18.50

All 15 New Testament **People's Bible** titles are now available in Kindle and Nook formats at www.amazon.com and www.bn.com, respectively, prices vary)

Reference Resource

2012 WELS Yearbook. IJ40N2012, \$17.50

Worship Products

See His Cross! Surprising Words From Our Savior's Passion. 2012 Lenten Resources Kit by John A. Braun. IJ18N0402, \$39.99; downloadable kit at www.nph.net/lent IJ18N0402E, \$31.99

Sermons only. Printed. IJ18N0403, \$16.99; downloadable at www.nph.net/lent IJ18N0403E, \$13.50

2012 Lent Bulletin, 8.5" x 11". Recalls 2012 *See His Cross!* logo. IJ13N0407, \$8.50/100. Order in multiples of 50.

2012 Easter Bulletin, 8.5" x 11". "I Have Seen the Lord." IJ13N0408, \$8.50/100. 8.5" x 14". IJ13N0409, \$9.75/100. Order in multiples of 50.

Inside Journal

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7th Annual NPH Stock-Up Sale

Friday, February 3, 2012–Saturday, February 11, 2012

With your **\$125** purchase, receive **FREE shipping** and your choice of two titles **FREE** from the selection at www.nph.net/stockup.


30-60% off selected products published by NPH.

For a full selection of items being offered through this one-week-only sale, visit www.nph.net/stockup.

Ordering is easy!

- Shop online at www.nph.net/stockup.
- Call **1-800-662-6022**.
- Visit **NPH Christian Books & Gifts**.

Store hours:
Monday — Friday 10:00 A.M.–6:00 P.M.
Saturday 10:00 A.M.–4:00 P.M.
Sunday Closed

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Some restrictions may apply.

Sale runs from February 3 to February 11, 2012. Sales tax, where applicable, is not included in the advertised prices. Availability and prices are subject to change without notice. All Internet and phone orders are subject to shipping and handling costs. Free shipping within the USA and Canada is valid only on orders placed from February 3 to February 11, 2012, for merchandise totaling \$125 or more and limited to in-stock quantities. The \$125 minimum excludes taxes and other applicable fees.

For additional information on these products, go to www.nph.net. Insert the item number in the search box and click on the arrow. You may also contact NPH Order Services at 1-800-662-6022 (Milwaukee area 414-475-6600, ext. 5800) 8:30 A.M. to 4:00 P.M. CT weekdays.