

Incarnate Word Parish
13416 Olive Boulevard
Chesterfield, MO 63017



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New Logo Identifies Incarnate Word Parish and School

Parish Appoints New Director of Religious Education



John Valenti
Director of Religious
Education

Incarnate Word welcomes John Valenti, our new Director of Religious Education. John has a Master's degree in Theology and Religious Education from St. Louis University. He has been married to Pam for 30 years, and they have three grown children.

John will oversee the program for 430 students in Incarnate Word School and 261 students in the Parish School of Religion. He brings to the parish many years' experience in religious teaching. After directing religious education programs at St. Sabina in Florissant and Sts. Joachim and Ann in St. Charles, John and his family followed a call to the home-missions where he served as Diocesan Director of Religious Education for Jackson, Mississippi, and Director of Evangelization and Adult Faith Formation for the Archdiocese of Indianapolis.

He believes that religious education is a lifelong process of ongoing faith formation and emphasizes the outreach and initiation aspects of our call to evangelize. John is active in R.C.I.A. leadership formation and promotes discipleship nationally through the Christ Renews His Parish program. He has been an active writer and speaker for a variety of religious education events and catechetical journals.

John is looking forward to providing quality faith formation for all ages here at Incarnate Word. We are sure he will play a vital role in encouraging all parishioners to participate in the life of the Church.

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The committee believes that the new logo accurately reflects the values of both parish and school. Included in the logo is the familiar Tree of Life branch that, for years, was associated with Incarnate Word Church.

BRANDING STATEMENT AND MASCOT

Simultaneous with the selection of the logo, the committee chose the branding statement, "Growing in Mind and Spirit." This statement is contained in the logo and was related as our branding statement because it so well reflects the mission of Incarnate Word Parish and School.

Along with the logo, the committee also selected a mascot, an eagle, to represent the school. An eagle represents strength and patriotism and is conducive to statements such as, "soar high like an eagle." The mascot was named "Ollie" by the students of Incarnate Word at a school assembly.

OUR APPRECIATION

We thank all the artists who volunteered their work for consideration and everyone who took part in the review process. Our appreciation also goes to the Finance Committee, the Parish Counsel, and other ministries for their appraisal before releasing the logo.

In 2005 the Archdiocese initiated a program that would help the St. Louis parishes market their schools to the local communities. In response to this request, Incarnate Word established a Marketing as Mission Committee, which is a subcommittee of the Parish Board of Education. This committee embarked on the difficult task of establishing a market brand that would immediately distinguish both the parish and the school.

COMMITTEE MISSION

The 2007-2008 committee - Dave Oca, Chair; Mike Welling, Principal of Incarnate Word School; Hank Bersett; Marci Boland; Sherry Hildebrand; Joan LaMarche; Kathy Puettmann; Tom Schmittiel; Chris Shulenberg; and Mike Zuniga - had the difficult job of determining the right logo, creating a branding statement, and choosing a mascot. The committee based their research

among the parents who chose Incarnate Word school for their children. They were asked why they chose the school and which values they hoped their children would be exposed to as students.

SELECTION OF LOGO

The logo selection process was extensive. Five artists were invited to submit their designs for consideration. Since the committee had no operating budget, the artists knew that they were donating their time without any compensation. The committee received a total of 67 logos for initial review, and requests for revisions followed their submission. All the artists remained anonymous and their work was judged and selected objectively.

In the end, 17 logos were presented to Father Vowels. The winning logo was submitted by Rick Moore, a parishioner, and following the selection of his design, Rick was asked to join the Marketing as Mission Committee.

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Above: Ollie, the eagle, meets Rick Moore, designer of the logo and crest for Incarnate Word Parish and School.

Left: Ollie "hatches" from his egg and greets the students of Incarnate Word School.

Right: School assembly at which the students voted to name the mascot Ollie.



Several Long-Term Projects Completed

The completion of the rectory marked the end of a long-term plan. This plan included the rectory, a traffic light, expanded parking, and improvements to our parish grounds.

Many people volunteered to make the rectory project a reality, and several employers helped by matching funds donated by our parishioners. We appreciate the fine efforts of Jerry and Gerard Hempstead, who chaired the "Building Together Campaign" and the generous contributions of Incarnate Word parishioners, who made our capital campaign a financial success.

We are especially grateful to Steve Bollinger, Chair of the Finance Committee, who tirelessly served as project manager. Father Vowels, Dawn Szatkowski, and Michael Forget were also heavily involved in the planning and construction effort.

We are thankful to everyone who made these achievements possible.

Finished Rectory Marks the Conclusion of Many Projects at Incarnate Word



The grounds and parking lot have an entirely new appearance. Incarnate Word Parish is looking better than ever.



Photos on this page by Julie Madinger.

Incarnate Word Life Teens Visit Nicaragua

For the past few weeks, Dan Huss, Youth Minister, has sent emails that were published in the Incarnate Word bulletin about his travels to Chinandega, Nicaragua, with his Life Teen group. His recounting the events and the harsh poverty he and his teens encountered touched us all.

This trip, which included 45 Incarnate Word teen-agers, was in association with "Amigos for Christ." Amigos for Christ is an organization dedicated to rebuilding villages devastated by Hurricane Mitch on October 30, 1998. Volcanic mudslides, an aftermath of the hurricane, buried several villages and killed almost 3000 people.

HOW OUR TEENS HELPED

Amigos for Christ helps build homes for the poor through sweat-equity programs, drills wells for the village, assists with the orphanages, and aids in countless other ways to ease the burden of extreme poverty found in this area. Dan, 45 teens, and 15 parents or young adults, all came to help. Some laid an entire floor of a house with cement; others went to the quarry to pick-axe rock, then shoveled the rock into buckets and loaded them onto a truck. Other teens worked on the school.

Many families still carry water to their homes, and some live far away from the source. When a community well is drilled, a water tank, electric pump, and piping needs to be installed, enabling water to be available at each home for drinking and washing. The ready supply of water also allows farmers to grow crops year-round. Some of our teens helped with this task, while others worked in the fields pulling weeds to prepare the ground for planting.

Our teens also visited the orphanages. Since both parents always work in Nicaragua, orphanages are filled with any disabled children who require round-the-clock care. Many of these children are simply tied to a post for lack of a structured program to care for them. Most have cerebral palsy, and some could not even sit up. Our teens gave whatever they could to ease their burden. They spent time with them, holding them, laughing with them, rubbing their backs, or just holding their hands. Some of the children were responsive, with noises or other facial movements, but most just sat there, needing someone else's power just to hold them up.

BUILDING ON OUR GOOD WORK

Our teens arrived eager to help. They came committed to service, and were touched by the real-life poverty situations they faced. After they left, another group will visit this same village to continue the good work done by our teens and previous volunteers. To find out how young people are taking an active interest in rebuilding and helping the poor of Nicaragua, go to www.amigosforchrist.org (not to be confused with www.amigosforchrist.com). You will also find out how you can help.



Top: A crowd of children gather around Suzie and Kevin Cochran;
Above left: Megan Behlmann lovingly cradles a child with cerebral palsy.
Above right: Dan Huss reads to a child.



Above: Amanda Grzesiowski;
Right: Kim Weindel;
Below: Kacey Yehling; and all their new friends.

