

WestRock Family Church
Name Change Memorandum
February 18, 2016

To: The WestRock Community
From: Head Pastor Rev. Kone and the WestRock Council
Re: Name Change Results and Detailed Name Change Plan

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Introduction & Voting Results

After suggestions from the FFWPU Continental Director, Bishop Kim, and the National President, Dr. Balcomb, to change our community name to “Belvedere Family Church”, on Sunday Dec. 3rd, 2015, Rev. Kone introduced the idea of changing the name of our local church community from “WestRock Family Church” to “Belvedere Family Church”. See the [attached document](#) for the original letter of introduction. The following question was put to the community for vote and responses from Dec. 3rd to Dec. 13th, 2015: “Do you think we should change our name from “WestRock Family Church” to “Belvedere Family Church?”

In total, there were 70 responses, 38 online and 32 hard copies. Many of the online responses also included comments.

Yes	61	87.14%
No	7	10.00%
Abstain	2	2.86%

Even though the majority of the responses were in favor of the name change, the Council felt some of the major concerns expressed in the comments were relevant and warranted careful

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consideration before moving ahead with the name change. Below is a summary of the major concerns.

Concerns Summary

1. This is a major decision and should not be rushed. Please consider carefully and prepare a well thought-out plan in order to implement any name change successfully.
2. Belvedere is the name of the property owned by national HSA-UWC. It would be confusing to have two entities with the same name and cause ambiguity in who we represent. This would hurt our sense of identity as a local community.
3. WestRock is only a tenant of the Belvedere property, we have no authority over the location. We must be careful in tying our name to a property that we do not own. What if we have to move locations in the future?
4. We do not need to witness to our existing church members. The church name should help identify it, as much as possible, to the general public, and not just to our own current membership.

Conclusion

The Council thinks these concerns are important, and has developed a “Detailed Name Change Plan” in order to address each of them (below). The Council has spent considerable time and effort working on this document and seeking input from our paid staff, volunteer leaders, and Belvedere property staff. In addition, we have reflected on the purpose of a church community name and come up with the following:

Purpose of a local church community name:

1. Self-Identity and ownership
 - a. Community members feel a sense of belonging to a family. Are proud of their local community.
 - b. Clearly delineates the boundaries of the local church organization (creates local identity within larger national organization).
2. External Marketing
 - a. Witnessing
 - b. Relationship with other local church communities and organizations
3. Internal Marketing
 - a. Easy for head pastor to explain where he or she comes from when visiting other communities.
 - b. Influence within our own organization.

Conclusion continued on next page...

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The Council feels that with the appropriate marketing (external and internal), the name “Belvedere Family Church” satisfies each of the above three points. The specifics are laid out in Detailed Name Change Plan. Therefore, in light of;

1. Dr. Kim, Dr. Balcomb, and Rev. Kone’s support of the name change,
2. the community’s majority response for changing the name to “Belvedere Family Church”,
3. and with the below “Detailed Name Change Plan” addressing major concerns,

the Council has approved the following motion effective April 15, 2016:

Contingent upon the steps outlined within the “Detailed Name Change Plan”, Head Pastor Rev. Kone and the WestRock Council approve changing our local church community name from “WestRock Family Church” to “Belvedere Family Church” effective April 15, 2016.

April 15, 2016 gives our staff and volunteers enough time to secure the “doing business as (dba)” name and implement the Detailed Name Change Plan, see below.

Sincerely,
Rev. Kone and the WestRock Council

Head Pastor: Rev. Drissa Kone
Council Chair: Kester Wilkening
Vice Chairs: Peter Reiner and Lynn Walsh
Treasurer: Jessica Sattinger
Scribe: Justin Okamoto
Members At Large: Elisa Hack, Steve Honey, & Akiko Morris

See the next page for the Detailed Name Change Plan...

Detailed Name Change Plan

Contributors: Kester Wilkening, Charles Patterson, Akiko Shields

Open for comments from: Paid Staff, Volunteer leaders (See page 8 for a complete list)

Reviewed and approved by: Rev. Kone and the WestRock Council

Major Concerns

1. Loss of local identity by mixing our name with the Belvedere property
2. Tying our name to a property that we do not own
3. Branding our community to potential new members and local organizations

1. Loss of local identity by mixing our name with the Belvedere property

The Belvedere and East Garden staff have been consulted about the term used to refer to the Belvedere property, and have indicated that the name of the property as an entity is “Belvedere”, but that the term “Belvedere Estate” is used at times as an identifier when it seems appropriate.

While it will initially be confusing to differentiate between the entities of the “Belvedere Family Church” and the Belvedere property, it will be up to Rev. Kone, paid staff, volunteer leaders, and the Council (all of which are hereafter referred to as community leadership) to clearly articulate “where one begins and the other ends”, and to use consistent language to that effect. It is important to differentiate between the two entities since we have no authority over the Belvedere Estate and are using it based on a rental agreement.

1. This will need an initial “internal marketing effort” among the community leadership.
 - a. Consistently refer to ourselves (verbal & written) as:
 - i. Belvedere Family Church (BFC)
 - ii. BFC community (instead of WR community) or “local Belvedere community”
 - b. Consistently refer to the property owned by national HSA-UWC as “Belvedere Estate” if there is an opportunity for confusion about which entity is being referenced (local community or HSA-owned property).
 - c. Additionally, we could develop our own logo incorporating “BFC”. This would take a more focused effort with a small group of people experienced in marketing.
2. The name we call ourselves by is only one aspect of our local identity and “family feeling”.

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- a. Creating a warm, non-judgemental culture, consistent Sunday services and other opportunities for our community to connect is the other half of the equation, and we are well on the way to doing this.
3. All expressions up until now of our local church at the Belvedere Estate have always included the tension of operating on the property and using buildings and facilities owned by HSA-UWC, and not by the local congregation. While it is important to be mindful of this tension, there are also opportunities and resources available to our local church (lower facility costs, for example), that we would not otherwise have. Our task is to work within this tension and come away with win-win solutions, while protecting the interests of our local community.

2. Tying our name to a property that we do not own

Rather than seeing this as “tying our name to the Belvedere Estate”, we see this as “tying our name to the legacy of how our local church community originated.” Then, even if we have to move to a different location, our name will still be rooted in the history of our local church community and would tell that part of the story.

More than having our name exactly correspond with where we are located, the important component is the story we tell with our marketing plan, and how we communicate where the name “Belvedere” comes from. See point #3 for a continued discussion of marketing.

3. Branding our community to potential new members and local organizations

Both names “WestRock Family Church” and “Belvedere Family Church” have a similar level of potential brand recognition. While an effective brand is partly based on the name itself, it is also based on a strategic marketing plan to help potential new members and local organizations recognize the name.

To date there has not been a focus on this type of marketing within our community. While we have not had the resources or membership interest in implementing a strategic marketing plan thus far, we are always open to new initiatives! With an effective marketing plan, the name “Belvedere Family Church” can become easily recognized in local organizations, and for potential new members. Again, this would take a small team of people who are interested in moving this forward. Feel free to contact the Council or Rev. Kone if you are interested.

Logistical / organizational items

4. Accounting

Our current bank account name is: HSA-UWC WestRock. After reviewing the legal ramifications and requirements of changing our bank account name, and based on input from our community leadership and Belvedere Staff, we have decided to keep the current account name (WestRock) and create a "Doing Business As" (dba) name of "Belvedere Family Church". Kaye Allen, the HSA lawyer, has also recommended not changing our bank account name, and using the dba legal structure. This creates a legal entity in the name of "Belvedere Family Church" and allows us to operate with that name.

1. Our accountant has expressed concern with confusion between the bank accounts of "Belvedere Estate" and "Belvedere Family Church". Currently, Belvedere Estate has the bank account name of "HSA-UWC Belvedere."
2. The plan:
 - a. Any checks after April 15, 2016, should be addressed to "Belvedere Family Church" and stress that the check must include "Family Church" or the checks might unintentionally go to the Belvedere Estate. Checks written to "HSA-UWC WestRock" will also still work.
 - b. It will take 2 months to create the dba name through New York State, which is the reason for the April 15, 2016 name change date.

5. Website, email addresses, publications

Our new domain name will be: BelvedereFamily.com

Our Facebook page, email addresses, and publications (Charter, Website locations) will be moved over to "Belvedere Family Church" in the period leading up to April 15, 2016.

6. Phasing in the new name

Day 0- Release date of this letter

2 Month Period for volunteers/staff to prepare the changing of all documents, website names, bank accounts, names on billing documents, etc.

Add to email correspondences: On April 15, 2016 we will be officially changing our name from "WestRock Family Church" to "Belvedere Family Church"

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14 Days before official change date- Send out email regarding how upcoming name change affects tithe checks and direct deposit, and any required actions

7 Days before official change date- Reminder about how upcoming name change affects tithe checks and direct deposit, and any required actions

May 1, 2016- Official Name Change Date

For 1 month- Add to internal communications:

- For 6 months- Add to “public” publications: (website, Facebook page, etc.)

Please note we have changed our name to “Belvedere Family Church” (previously “WestRock Family Church”)

Detailed Name Change Plan

Contributors: Kester Wilkening, Charles Patterson, Akiko Shields

Open for comments from: Paid Staff, Volunteer leaders (See page 8 for a complete list)

Reviewed and approved by: Rev. Kone and the WestRock Council

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WestRock Community Leadership

Pastor Team	Ministry Team (Paid Staff)	Council	Volunteer Leaders (those asked for comments)
Head Pastor: Rev. Kone	Rev. Clarke (Associate Pastor)	Chairperson: Kester Wilkening	Charles Patterson (Webmaster, Sunday Service)
Associate Pastor: Rev. Clarke	Debby Gullery (Marriage Counselor)	Vice Chair: Peter Reiner	Dominic Barber (Sunday Service, previous Council Chair)
Susan Bouachri (volunteer)	Elisa Hack (Head Pastor's Assistant)	Vice Chair: Lynn Walsh	Jack Lavalley (Sunday Service worship leader)
Elisa Hack (volunteer)	Toyo Hagiwara (Youth Pastor, Middle School)	Scribe: Justin Okamoto	Kanae Holt (KODAN representative on the paid staff)
Justin Okamoto (volunteer)	Julia Okamoto (Outreach Coordinator)	Treasurer: Jessica Sattinger	Ten-Seng Gu (Finance Committee)
	Cynthia Shibuya (Sunday School Director)	Elisa Hack (At-large member)	
	Akiko Shields (Bookeeper)	Steve Honey (At-large member)	
	Yasu Yukawa (Youth Pastor, High School)	Akiko Morris (At-large member)	

WestRock Family Church

December 3rd 2015

Re: Should we change the name of WestRock Family Church to Belvedere Family Church?

Dear Brothers and Sisters,

I would like to ask you to consider a name change for our community. Recently, Bishop Kim and Dr. Balcomb have suggested that our community think about the possibility of using the name Belvedere Family Church instead of WestRock Family Church. For them, most people in the extended Unification community are not familiar with the name WestRock. I have experienced this myself when I visited California recently for the new pastor's training. When I mentioned WestRock people asked me where was WestRock? When I said Belvedere Family Church in Tarrytown, people naturally knew where we were located because of the historical meaning behind Belvedere.

So, I have discussed with Rev. Compton and Rev. Clarke about the history of WestRock and proposed the following to the Council. The Council has discussed this, and add their support in proposing this to the community.

Brief history of the name of our community

The first name members used was Belvedere community. At that time, True Father was still speaking at the podium we are still using at the training center. Then, Rev. Eric Holt became the first pastor and the name was changed to Westchester Church. When Rev. Clarke became the pastor he proposed to change it to WestRock Family Church because members were from both Westchester and Rockland counties.

Today, we have members from Westchester and Rockland, but also Orange County, New Jersey and Manhattan. The name of WestRock is not as relevant as it used to be. Additionally, Belvedere is well known by the unification community worldwide compared to Westrock! Finally, members who joined in Belvedere still feel connected to the name Belvedere because of the memorable experiences they had! It could also be a historical legacy to the next generation.

For these reasons above I am suggesting that we change the name of our community to Belvedere Family Church. Please see the Council's form (online is preferred, but hardcopies will be available at Sunday Service) for gathering your input, **the deadline is 11:59pm, Sunday Dec. 13:**

<https://docs.google.com/forms/d/1QyPRj5F2MqaRFvbJuEf-uTFUA-Rle4gzZ9wmAgefYGc/viewform>

Sincerely,

Rev. Kone
Head Pastor
WestRock Family Church

WestRock Family Church

Potential name change of WestRock Family Church

Hello everyone,

The Council has discussed our head pastor's and national leadership's suggestion to change our community name to Belvedere Family Church, and we see no reason not to change our name. However, we understand this is a significant decision and that it requires input from the entire community. Please vote below, and feel free to share your opinion on this matter. We are asking for names so there is only one response per person. The deadline is 11:59pm, Sunday Dec. 13.

Sincerely,
The WestRock Council
Elisa Hack, Steve Honey, Akiko Morris, Justin Okamoto,
Peter Reiner, Jessica Sattinger, Lynn Walsh, and Kester Wilkening

First and last name: _____

Do you think we should change our name from "WestRock Family Church" to "Belvedere Family Church"? (Circle one)

- Yes
- No
- Abstain

Please briefly explain your choice:
