



KNIGHTLINE

KNIGHTS OF COLUMBUS *In Service to One. In Service to All.*

NEWS FOR KNIGHTS OF COLUMBUS LEADERS ♦ 1 COLUMBUS PLAZA, NEW HAVEN, CT 06510-3326, USA

Church of the Good Samaritan

Supreme Knight Addresses College Knights



Supreme Knight Anderson delivers remarks at the conference's banquet and awards session.

The path of today's Church is a direct result of the work of the Second Vatican Council. The Council was the Church's response to the bloody first half of the 20th century during which totalitarian regimes formed a veritable "church of the men who would be God," and set themselves in opposition to "the Church of the God who became man." This was the message Supreme Knight Carl Anderson gave to college Knights, home office staff and other guests at the 2012 College Council Conference and Awards Banquet.

"The response formed by the Second Vatican Council, that set the path for the Church, was to become the Church of the Good Samaritan. That is the Church that has evolved during the last 50 years," the supreme knight said.

"Today we are blessed with a pope who is one of the great theologians of the Church, whose predecessor was one of the great philosophers of the 20th century," he said. He went on to point out the role that the college Knights play in the Church of the Good Samaritan. "Each of you has already moved forward as Catholic leaders, in your council, in your college and in your community. What we do makes a difference. What you do at your campus and how you do it, makes a difference. We have to be that Church of the Good Samaritan ... with Catholic fraternity and Knights of Columbus fraternity.

"We need to grow, we need to make a difference, and we need to do

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College Knights Travel to New Haven for 2012 Conference

Event Focuses on Catholic Leadership

Bearing Catholic witness in a secular world was a prevailing theme during many of the speeches and breakout sessions of the 2012 College Conference in New Haven, Sept. 28-30. Approximately 150 college members of the Knights of Columbus, representing over 70 councils from the United States, Canada and Dominican Republic, gathered for the opportunity to develop relationships, exchange program ideas and discuss the challenges facing their councils and campuses. The conference provides the chance for attendees to grow in faith and leadership through a series of talks, breakout sessions and the celebration of Mass.

Starting on Friday, the members of the conference advisory board — David Burkey of the University of Maryland Council 13295 in College Park; James Holt of John Paul II Council 14188 at Harvard University in Cambridge, Mass.; Allen Kirchner of Southeast Missouri

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College Knights pray at Father McGivney's tomb in St. Mary's Church.

Share Your Year of Faith Activities

The Year of Faith, proclaimed by Pope Benedict XVI, began on Oct. 11, 2012, and will end on the Feast of Christ the King, Nov. 24, 2013. It marks the 50th anniversary of the opening of the Second Vatican Council and the 20th anniversary of the promulgation of the Catechism of the Catholic Church. The work of Vatican II set the Church on the path of the Good Samaritan – with faith expressed through acts of charity – a journey that it has continued into the 21st century. It's a path that the Knights of Columbus has wholeheartedly embraced. Councils throughout the Order are now planning events to mark and celebrate the Year of Faith. We are interested in what your council may be planning and will possibly share your events with other Knights through this newsletter and other publications. Please send any information and photographs of your Year of Faith events to knightline@kofc.org. We look forward to hearing from you.

Spread the Light of Christ

Knights and their families are invited to help spread the light of Christ by joining the Order's annual celebration Dec. 4. Councils are asked to light a Nativity scene and/or Christmas tree at 8 p.m., local time. This celebration is a wonderful way to kick off the season and celebrate with brother Knights, family and friends. A "Light Up for Christ" poster (#2757) is available to help promote your council's event. For details, visit kofc.org/christmas.

Officer's Desk Reference

To assist those having leadership responsibilities within Knights of Columbus subordinate units, the Supreme Advocate's Office has developed an online resource called the Officers' Desk Reference, located under the password-protected Officers Online section of the Supreme Council's website. The Officers' Desk Reference contains definitive guidance on a wide range of subjects relating to the governance of subordinate units. Those in leadership positions within the subordinate units of the Knights of Columbus should review this resource and become familiar with it. The content of the Desk Reference is frequently updated, so council and assembly officers should consult it each time they address a particular issue. Questions regarding the Officers' Desk Reference should be directed to the Supreme Advocate's Office at advocate@kofc.org

The Posada — An Advent and

Christmas Celebration

The Posada is a traditional Christmas celebration that Franciscan missionaries developed in America with the goal of introducing the faith. It continues to be popular throughout the southwestern United States and all of Latin America and is a rich tradition for Knights and their families to share. To promote this, the Order offers the booklet *The Posada: An Advent & Christmas Celebration* (#9898-E,S,F) available for \$1 per copy. Participating in this celebration is a way to bring the rich Posada tradition to all Knights and their families and encourage a sharing of cultures in the Americas through the celebration of the birth of our Savior. This booklet provides all that is needed to conduct a Christmas Posada with your family and your Knights of Columbus council. Copies of the booklet can be purchased from the Supply Department as a Requisition #1.



Special Olympics Report

The Knights of Columbus has always had a close relationship with Special Olympics. To further track local councils' involvement, make sure that your council completes the Partnership Profile Report with Special Olympics (#4584) and submits it to the Supreme Council Office by Jan. 31, 2013, with copies to the state deputy, district deputy and the council's files. This form is available at www.kofc.org/forms.

Celebrating Our Namesake



Fourth Degree Knights from Virginia, Maryland, the District of Columbia and surrounding areas honored Christopher Columbus at a wreath-laying ceremony held at the memorial fountain that bears his likeness near Union Station in Washington, D.C. The Knights of Columbus was instrumental in the construction of the monument, which was dedicated in 1908.

Fraternal Survey: Tells Our Story of Service Best

Councils, assemblies and circles must complete the 2012 Annual Survey of Fraternal Activity (#1728) and submit it to the Supreme Council office by Jan. 31, 2013. This form can be filed electronically by going to kofc.org/forms, or the hard copy from the *Council Reports Forms Booklet* (#1436) can be mailed in.

‘A Knight Before Christmas’

Give the gift of Knights of Columbus membership to qualified men this coming Christmas. Use your holiday celebrations your council sponsors to tell qualified men about the Order and ask them to join.

At your "Light Up for Christ" ceremony (Dec. 4) distribute Knights of Columbus promotional materials, *Columbia* magazine, council newsletters and other items of interest to nonmembers.

Sponsor a reception, an evening of caroling or a similar event after your ceremony. Invite nonmembers to this event. Have K of C promotional flyers and posters on hand. Also, show one of the Order's promotional videos.

If your council is planning a Christmas social or similar activity, set a date and time for the event well in advance to ensure a positive turnout from your council and family members. Recruit volunteers to help set up for the event, run activities, serve food, clean up, etc. Along with your council families, invite your pastor and other members of your parish and the Catholic community.

Partner with your parish in sponsoring a Christmas event. Invite all parishioners to attend, and ask them to bring an unwrapped new toy as part of a drive to provide gifts to needy children. Ask the pastor or your council chaplains to announce the event at Masses and in the parish bulletin.

Plan entertainment for both adults and children. Invite the families of council members and prospects alike. Contests, raffles, singing Christmas carols, and holiday videos are just the type of things to keep your guests

entertained.

To get prospects and their families interested in the Order, have display materials and items that show your council's history and the various types of projects you conduct. Have plenty of recruitment flyers and other information on hand. Also, have a supply of Membership Documents (#100) available for interested prospects. Also, ask your field agent to be on hand at the event, and solicit his advice on planning and recruiting.

Along with members and prospects, invite former members, inactive members and their families. Ask for assistance from the financial secretary, past grand knights and trustees in collecting information about these former members and the circumstances of their leaving the Order. Review the list to determine which former members still live in your area and invite them to your celebration.

Finally, invite all prospects to attend a council volunteer effort — such as an evening of working in a soup kitchen, collecting toys for needy children, cleaning the church, sponsoring a Coats for Kids event, or a holding Food for Families drive — to show prospects firsthand what the Knights of Columbus does for the Church and the community.

For information on membership recruitment go to www.kofc.org/membership.

MEMBERSHIP IN THE KNIGHTS OF COLUMBUS is open to men 18 years of age or older who are practical (that is, practicing) Catholics in union with the Holy See. This means that an applicant or member accepts the teaching authority of the Catholic Church on matters of faith and morals, aspires to live in accord with the precepts of the Catholic Church, and is in good standing in the Catholic Church.

Conduct Culture of Life Activities in the Coming Year

January 22, 2013 will mark the 40-year anniversary of the U.S. Supreme Court's infamous *Roe v. Wade* decision that legalized abortion on demand throughout all nine months of pregnancy. This is a time in which Knights of Columbus are being urgently encouraged to uphold and inspire a Culture of Life within the upcoming year.

Legalized abortion in the United States alone has resulted in the death of over 52 million unborn children. It has also resulted in the physical, emotional, psychological or spiritual injury of an estimated 36 million women and a roughly equal number of men.

In the past, tens of thousands of Knights have participated in various public displays of pro-life rallies, including but not limited to: Washington D.C.'s March for Life, San Francisco's Walk for Life, the National March for Life in Ottawa and Marches for Life throughout the Philippines.

A mailing has been sent to each grand knights of record asking that they take the time to complete and return a postcard describing what his council will be doing to support Culture of Life activities. If your council hasn't done so already, please take the time to complete and return the survey.

Since 1974, one year following the *Roe v. Wade* decision, the March for Life has annually gathered thousands of pro-life supporters to the streets of the U.S. capital. This coming year, on January 25, five days after the U.S. presidential inauguration, an estimated quarter of a million defenders of life will follow the tradition of rallying at the National Mall and walking up Capitol Hill to the U.S. Supreme Court.



Councils, both individually and in cooperation with others, assist with the March for Life effort through passionate participation as well as the donation of resources and services. In the past, transportation has been organized and subsidized; youth trips sponsored; security, fund-raising, clean-up and hospitality assistance volunteered; and special Mass and corporate communions have been held for marchers. For those who are unable to attend, Knights have supported

and sponsored local demonstrations, masses and other pro-life activities.

Councils in need of 13" x 20" "Defend Life" signs for their Culture of Life events, can call 203-752-4403 or email william.obrien@kofc.org, to place an order.

Here are some culture of life activities for councils to consider conducting throughout the year:

- Order "Prayer for Life" cards (#4665), give each member a copy, and use it during meetings
- Conduct a pro-life webinar online for council members
- Attend state council pro-life Mass/Host state pro-life Mass
- Pray rosary to end abortion before council meetings
- Organize a Life Chain
- Sponsor a Day of Prayer for the Unborn Child Mass, Rosary or Eucharistic Adoration (March 25)
- Participate in the Ultrasound Initiative and qualify for a matching grant from Supreme Council to purchase ultrasound machine for a pregnancy care center — see kofc.org/ultrasound for more information.

Resilience and Courage

The inspirational story of Team Zaryen, a Haitian amputee soccer team born out of the rubble of the January 2010 earthquake, will soon be featured in a documentary film. *Healing Haiti's Children* is an hour-long documentary that chronicles the efforts of the Knights of Columbus and Project Medishare to provide medical and rehabilitative services to the suffering people of Haiti following the devastating earthquake. The documentary was previewed at an international sport and disability conference in London this past June on the eve of the 2012 Summer Olympics.

Tens of thousands of people died in the 2010 earthquake in Haiti, and more than 2,000 Haitians lost limbs. In the aftermath of the quake, the Knights of Columbus joined with Project Medishare to launch the "Healing Haiti's Children" initiative, making prosthetic limbs and therapy available to every Haitian child who suffered an amputation because of that disaster. The Knights of Columbus committed \$1 million to the program that was administered by Project Medishare. To date, hundreds of children have received prosthetics and therapy through the K of C-Medishare program. The amputee soccer team, Team Zaryen, was formed as part of this program to help amputees rebuild their lives and to help remove the stigma associated with being an amputee or having a disability in Haitian society.

"Answering the biblical call to help our neighbor, the Knights of Columbus has a long and distinguished history of helping those most in need — including those with disabilities," noted Supreme Knight Carl Anderson. "That, combined with our long standing connection to sports as a means of team-building and transcending differences — both in Europe and the United States — made our work in Haiti a natural fit for the Knights."



State University Council 15294 in Cape Girardeau, Mo.; Stephen Hart of St. Meinrad Seminary Council 5599 in St. Meinrad, Ind.; Stephen Levy of Georgetown University Council 6375 in Washington, D.C.; Brett Garland of The Catholic University of America Council 9542 in Washington, D.C.; and Joshua Tarini of Loyola University Council 15000 in Baltimore — met to discuss the final touches to the weekend’s agenda. The advisory board has worked throughout the year to plan the conference.

After their meeting, the advisory board members joined the supreme officers for lunch at the Supreme Council office. Following lunch, board members met with Supreme Knight Carl Anderson to discuss the weekend’s events as well as the unique challenges and strengths facing college councils.

Later that evening, the attendees gathered for the conference’s banquet and awards ceremony, which included remarks by Supreme Knight Anderson. (*See Church of the Good Samaritan article on page 1.*)

Following the supreme knight’s address, the college council award winners were recognized. In the area of membership, the award for highest net gain in membership went to The Catholic University of America Council 9542 in Washington, D.C., for a net gain of 57 new members. The award for highest percent gain in membership (50 percent) went to St. Joseph College Seminary and Loyola University Council 15278 in Chicago. There was a tie for highest net gain in insurance members — 11 each — between The Catholic University of America Council 9542, and the United States Air Force Academy Council 8200 in Colorado Springs, Colo. Southeast Missouri State University Council 15294 in Cape Girardeau, Mo., won the award for highest percent gain in insurance members with a 13.3 percent gain in insurance membership.

The college council service awards were distributed next. Awards went to the University of Maryland Council 13295 in College Park, Md. (Church); Louisiana State University Council 15064 in Baton Rouge, La. (Community); Harvard University Council 14188 in Cambridge, Mass. (Council Activity); University of Northern Iowa Council 14987 in Cedar Falls, Iowa (Family); University of Illinois at Urbana-Champaign Council 2782 in Champaign, Ill. (Youth); and University of Notre Dame Council 1477 in South Bend, Ind. (Culture of Life).

The Outstanding College Council of 2012 was Texas A&M University Council 10624 in College Station. The council members put in hours of volunteer service through a variety of programs, including the following: rebuilding the local parish rectory’s garage; transforming a run-down rental property into a home for a single mother and her children to

shield them from her abusive ex-husband; providing hundreds of holy cards, religious medals, rosaries, scapulars and copies of the Catechism of the Catholic Church to military personnel deployed in Afghanistan; hosting a number of social events and a youth retreat; standing vigil during a local “40 Days for Life” campaign; helping to organize the “Run for Their Lives” 5K fundraiser that brought in \$2,000 for scholarships to help pregnant and parenting students on campus; and holding a “Go Roman Week” campaign to recruit new members in the fall semester.

“While many college councils demonstrated impressive achievements this year, to be named the Outstanding College Council is an exceptional distinction and it requires exemplary achievement across the spectrum of program categories,” Supreme Knight Anderson said during the presentation. “After putting their blood, sweat and tears into service projects for their local community, these Knights give new meaning to the phrase ‘building a civilization of love.’”

The Saturday session began with Mass. Father Gregory Gresko, chaplain of the Blessed John Paul II Shrine in Washington, D.C., was the main celebrant and homilist. Following Mass and breakfast, Supervisor of Young Adult Outreach Michael Brewer took the podium for a presentation on “Catholic Lay Leadership and the New Evangelization.”

“It’s important to understand the individual’s role in the life of the Church: What does God will from us and what does the Church need from us?” Brewer asked. He referred to the Baltimore Catechism and its first three questions: What is man? Why did God make you? What must I do to save my soul? In response to these questions, Brewer offered that it is a misconception that college is a time for young people to “find themselves.”

“College is not about finding yourself. Find God and he’ll show you who you are,” he said. He went on to add that God has a plan for each of us; this is not just an opinion or a worldview, but a fact. He urged the attendees not to wait to make a difference but to start now to serve others.

“God deserves the best we have to offer,” Brewer said. “Our lives are meant to be ones of sacrifice. Others deserve the best of us.”

Following Brewer’s presentation, the conference attendees moved into breakout session presentations by the members of the conference advisory board. The topics of the discussions included: “All About Membership: Recruitment, Engagement and Retention,” “Best Practices in Council Management,” “Charity and Fraternity” and “Leaders for Life.” Group discussions followed each presentation.

After the breakout sessions, the conference participants gathered again in the main meeting room for a presentation on “The Man of God in the Year of Faith” by Father Gresko.

In his address, Father Gresko said that according to Pope John Paul II, a man of God is defined by his freedom: freedom from the material world and worldly power, freedom from fear before God, and his ability as a free man to serve his neighbor. “A true leader first commits to being a man of God,” Father Gresko said. He added that one “cannot lead people to follow God if you do not follow him yourself.”

Being a man of God, he continued, is a daily battle against sin. It is being open each day to the call to a vocation of holiness, to the perfection of charity. The man of God, he said, is called to discipleship in three ways: by denying self, by taking up the Cross and by following Christ.



Supreme Knight Anderson meets with the conference advisory board.



Father Gresko acted as main celebrant and homilist for the conference Masses.

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“The world can be transformed into a civilization of love when each of us does his part,” Father Gresko added.

Following Father Gresko’s talk, the college Knights separated by geographic region for regional caucuses. In these caucuses the Knights discussed the successes and challenges of their councils and planned collaborations on future events. A trip and social to the Knights of Columbus Museum followed the caucuses. The evening closed with a Holy Hour and Benediction at St. Mary’s Church.

Knights also met for Mass on Sunday morning with Father Gresko again acting as the main celebrant and homilist. Following Mass, Supreme Advocate John Marrella offered closing remarks.

“Those of us here in New Haven admire you for your fortitude and dedication to the Order,” the supreme advocate said. He went on to discuss the popularity of Facebook and the danger it can bring in the substitution of virtual friendships and presence for the reality of personal contact, both with others and with God. “We need the real presence,” Marrella said.

“Just as Christ is really present to us, we need to be really present to others as his ambassadors,” he added. This is true especially in the work the Knights does for others, he continued. Marrella cited an example from a friend whose daughter is hospitalized. Rather than a monetary donation toward presents for the patients, the local council members and their families came to volunteer and run the Christmas celebration themselves. This personal contact meant more to the patients than any gift, Marrella added. He urged the conference attendees to remember this in their own Catholic Witness on their campuses and in their communities.

“You may be the only witness to Christ that someone meets,” he said.



College Knights review the conference agenda.



College Knights attend the Sunday morning conference Mass.

Operation Manna

As part of the 2012 College Conference, attendees were asked to offer new ideas for service programs. At the conference’s end the winning proposal was announced: Operation Manna, a combined suggestion from St. John’s University Council 5136 in Collegeville, Minn., and University of St. Thomas Council 11949 in St. Paul. The program would create food pantries at parishes and Newman Centers to provide families in need with

a week’s worth of food every week. Also, councils would hold dinners (on a regular basis) for these families at either their parish or a similar location. This would be a way to provide a meal to these families, to further let them know that they are a part of the community and are cared for, and to involve them in prayer with the other attendees.

it in a way that makes people say, “Those guys really have something. I want to be a part of that,” he continued.

In his remarks Supreme Knight Anderson also urged the attendees to consider the sacrifice made by Father Michael McGivney in becoming a priest — the sacrifice of a short life expectancy as a priest, and the sacrifice to his family — and to use his courage in the face of that suffering in their own experiences as they face the challenge of providing an authentic Catholic witness on their campuses and in their communities.

Gear Up Now: Coats for Kids



Utah Knight helps a young girl try on her new coat during a Knights of Columbus Coats for Kids distribution in Salt Lake City. Councils from throughout the state raised money to purchase coats for three distributions, which saw about 600 coats given to needy children. (Christine Young Intermountain Catholic)

As the cold winter months approach, many children in our communities who will not have a warm winter coat, simply because their families can't afford one. Knights can help these children by participating in the Order's Coats for Kids program.

Local councils can purchase high-quality, brand-new winter coats for boys (sizes 8-18) and girls (sizes 7-16) available in boxes of 12, through the Supreme Council for \$16.25 per coat (\$195 per box of 12), plus shipping, using the Coats for Kids order form at kofc.org/coats. (Shipping charges will vary depending on the number of coats ordered and the location to which the coats will be shipped. The supplier will identify and use the most economical shipping method, and the Supreme Council will pick up 50 percent of any shipping costs.) Each shipment will contain either boys or girls coats in a variety of sizes.

Interested councils should first determine the extent of the need in their community. Pastors, school principals or grand knights in impoverished areas can help in this regard. Afterward, the council should determine how many coats they can afford to purchase, using money that's either in the council's general fund or secured through a targeted fundraiser, as well as how they will distribute the coats to the children.

If the council has identified specific children to receive coats, a distribution time and location can be selected and communicated to the parents of those children. An alternative is to select a distribution time and location, promote it and distribute the coats on a first-come, first-served basis.

When ordering coats, complete the Coats for Kids order form and do one of the following: email it to robert.ennis@kofc.org; fax it to 203-752-4108; or mail it to: Knights of Columbus, Attn: R. Ennis, 12th Floor, 1 Columbus Plaza, New Haven, CT 06510.

If your council purchases and distributes a minimum of eight cases of coats to needy children, you'll have fulfilled all four Youth Activity requirements for the Columbian Award. When involving non-members in the distribution of coats and arranging for local publicity, you will also be in a position to effectively use this important program to increase council membership.

Note: All orders must be signed by the grand knight (for a local council), district deputy (for a district), or state deputy (for a state council), and there is no need to enclose payment with the order. Once the coats have shipped, and shipping charges have been determined, the Supreme Council will ask for payment from the local, district or state council. Please allow two to three weeks from receipt of the order for delivery.

Keeping Christ in Christmas

In a time when all things religious seem to be discouraged and swept away, it is refreshing to know that the Order promotes the “Keep Christ in Christmas” campaign to remind people that Christmas is above all a holy day celebrating the birth of Christ. To help deliver the “Keep Christ in Christmas” message, the Knights of Columbus offers these items and suggestions:

- The “Check the List” (#4554), “Remember, it's CHRISTmas” (#4555) and “Keep Christ in Christmas” (#2760) posters are available from the Supreme Council Supply Department. Offer these posters to local parochial schools, religious education classes and all area Christian churches.
- Sponsor a “Keep Christ in Christmas” poster or essay contest.
- Send Christmas cards with a religious theme, and use Christmas postage stamps.
- Offer to help your parish or a poorer parish prepare for Christmas through cleaning, repairing or providing decorations or flowers.
- Contact area churches or local businesses and ask them to construct a Nativity scene.
- Urge all members to display a Nativity scene on their properties or businesses this Christmas season.



Members of St. John Neumann Circle 270 in Mineola, N.Y. sing Christmas carols outside an area supermarket while helping to collect funds for people in need. Pictured are: Joe Egan, Matthew Kelly, Lucas Musella, John Musella Jr. and Stephen Faux.

In Tough Times, Make an Event an Act of Charity

In today's severe economic conditions more and more families have trouble finding the money to put food on the table. For many people the difference between having a nutritious meal and going hungry can be a very thin line. Your council can do a simple thing to help that will probably not even require any extra planning.

Many councils hold spaghetti dinners, fish fries, pancake breakfasts, or "coffee and ..." events as fundraisers. In many cases these are long-standing, annual/monthly events eagerly awaited by their attendees. To help needy families in your community, consider not charging an up-front fee for the dinner/breakfast fundraisers, but instead have a receptacle for donations at the end of the food line.

This simple act of charity will allow families to give what they can afford (if they can afford anything) while providing them with a source for a nutritious meal at least once a month. It will also offer the opportunity for those people and families that can give more to do so. Be sure to have an explanation of what the fundraiser is for so people can understand why donations are needed.

Once you implement this, approach local supermarkets, food distributors, restaurants and the like about getting donations, or at least reduced prices, on items such as pasta, pasta sauce, pancake batter, etc., to help defray the costs of your event. Offer free advertising at the event and in announcements as a way of thanking them for contributions.

Advertise your event in the local papers, on community news websites and in the parish bulletin. Make note that the event is free, but that donations will be accepted to help benefit whatever charity/project you are fundraising for.

Through this simple alteration of council-sponsored events you can help needy people and families in your community and show the charitable nature of your council.



Petty Officer 2nd Class Marcus Velasco (second from right) of Father John Francis "Jake" Laboon Council 13395 at Naval Base Kitsap in Silverdale, Wash., prepares to serve dinner to residents of Benedict House, a residential facility for homeless men that is operated by the Archdiocese of Seattle. After a long day of work at the naval base, Knights volunteered to serve dinner at the facility.

The Church of the Good Samaritan and the Evangelization of Catholic Health Care

*Supreme Knight Addresses
Catholic Medical Association*



During the keynote address to hundreds of doctors and medical personnel at the closing banquet of the Catholic Medical Association's Annual Education Conference, Supreme Knight Carl Anderson highlighted the unique role the attendees can play in evangelizing not only their profession, but in evangelizing society.

"For you who care for the health of others, you are truly on the front lines of this cultural engagement. Your example — in following the principles of your faith in your work — is a key element in the New Evangelization," the supreme knight said. "Your decisions about preserving life have a direct effect not only on the life of a particular patient in a particular instance, but also on culture — the culture of that person's family, the culture of your hospital and medical practice, and the culture of our country."

During his remarks, Supreme Knight Anderson related the parable of the Good Samaritan in the context of how it was utilized by Rev. Martin Luther King Jr. in his "I've Been to the Mountaintop Speech." Rev. King was familiar with that same road between Jerusalem to Jericho mentioned in the parable, a road that he knew to be very dangerous in the time of Jesus, Supreme Knight Anderson said. He added that Rev. King speculated that the Levite in the story did not stop because he was afraid, asking himself: "If I stop to help this man, what will happen to me?" But, the supreme knight added, the Samaritan asked a different question: "If I do not stop to help this man, what will happen to him?" Unlike the others, the Good Samaritan had the courage to act, the supreme knight said.

"You and I must ask the right question," Supreme Knight Anderson told the attendees. "If we do not stop to help the future of Catholic health care, what will happen to the future of our Catholic institutions and to the future of the Catholic Church in America? You and I must have the courage to ask the difficult questions, and then we too must have the courage to act."

The Catholic Medical Association's 81st Annual Education Conference was held Sept. 27-29 in St. Paul, Minn. The conference explored truths of the Catholic Church as they apply to the science and art of medicine.



**KNIGHTS
OF COLUMBUS**

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1 Columbus Plaza, New Haven, CT 06510-3326



Knights of Columbus Insurance: Your Shield for Life.

A Better Way

Thomas P. Smith Jr.
Chief Insurance Officer



A major financial services company has been running “call for a quote” television advertisements lately that seem to emphasize the opportunity to get a life insurance policy without personally visiting with an agent. The impression I get is that the thought of actually sitting down with a professionally trained agent is so distasteful that this simple, quick and easy method is highly preferred. Let me add one more thing to simple, quick, and easy. Not too smart.

Let me explain.

In the “for a quote” world, you have to have knowledge and insight that you aren’t expected to have. What type of insurance would be best for you and your family at this time in your life? Have much can you afford? What kind of features and benefits are you looking to add to the policy you buy? Will it fit in with the current portfolio of insurance products you own? I

haven’t made the call, or visited the website, but I can’t imagine that a series of questions destined to giving you a quote would answer any of these questions with accuracy. You may actually come away from this experience worse off than you were before.

Contrast that with our system — a system that has worked for us for decades. You have a Knights of Columbus agent. He’s been trained both in the field by his general agent and here in New Haven at our home office by our staff of insurance professionals. He follows a very clear series of steps, using a professionally designed process, to help paint you a picture of where you stand today. Once you and he have that picture, the next steps are to determine what actions, if any, you need to take to better insure yourself and your family against any current problems, or future problems. Imbedded in these discussions are agreement on your budget, and

what you can afford.

It may be that you and your agent come to some agreement during this appointment, or it may be that the agent needs to go back to his office, digest the information, and come back to see you a second time with specific recommendations. Either way, it will be a plan tailor made for you and your family, delivered personally by a brother Knight.

Oh...one more thing. Did I mention that we will prepare and deliver this plan free of charge (in the hope of course that when you buy, you buy from us)? And that we will have these discussions with you at any time, day or night, in the comfort of your home?

I don’t know how we can suddenly take a business that is so dependent on relationships, and turn it into a toll-free call. We may be old fashioned, but I like our way much better.