



Visit Our New NetCommunity

Have you visited our new website, www.sjnen.org? The new site provides information about the Jesuit mission and the many ministries of the Jesuits of the New England Province. Log on to see our Faces of Friendship profiles, read vocation stories, and learn more about Ignatian spirituality. Our resources pages and links will help you navigate to online prayers, podcasts, and more. We add new content frequently, so visit often to see what's new in the Province, learn ways you can become involved, and sign up for our programs and events. Registration is free and easy and will ensure that you stay connected and become part of our NetCommunity.

28



Portfolio Connections

Three years ago, through the generosity of Jack Connors, chairman emeritus and founding partner of Boston's Hill Holliday advertising agency, the New England Province received a new visual identity with the theme "with you always." The question is often asked, "What is the value of branding?" The Province recently received this email from one of our colleagues illustrating the power of connections with the Jesuit brand.

"The notebook portfolio with 'Jesuits' embossed on the cover is fantastic and has already resulted in providing conversation openings at events. For example, I was at a luncheon meeting, standing in the foyer talking with several businesspeople. One noticed the 'Jesuit'

notebook and we struck up a conversation. Accolades for the Jesuits and two prospective donor meetings resulted. Another example: I was part of a wedding in Durango, Colorado last weekend and I used the notebook for my remarks, placing it on a chair after the ceremony. Several couples saw it and asked about my connection to the Jesuits. Turns out they all were Jesuit educated; they did not know about Jesuit Provinces and national/international work; and are considering making gifts. Grace, the simple brand of Jesuit is so powerful....as you know so well. Your gift of the Jesuit notebook will be used whenever I'm in public. Thank you! Thank you! JACK"

Jack Paquette is the director of development for the Wisconsin Province of the Jesuits.