

BIG NEWS FROM MAIN STREET LIVING



Main Street Living, the television ministry supported by so many individuals and congregations in The South Dakota District and throughout the Great Plains region, announces the news that Arlen ("Dutch") Te Slaa, the Executive Director, will retire from his service on June 1, 2021. Jay Schaefer, from Moorhead, MN, will become the new Executive Director at that time.

Dutch, a member of Zion Lutheran Church, Sioux Falls, was instrumental in the founding of Main Street Living in 2001 and

led the launch of the program on The Epiphany of Our Lord, January 6, 2002. Since beginning in the Sioux Falls television market, MSL spread to Rapid City, and today, under Dutch's leadership, is broadcast also from TV stations in Fargo-Moorhead; Bismarck, ND; Sioux City, IA; Lincoln and Omaha, NE; Minneapolis, MN; and La Crosse, WI. In addition, MSL planted the seeds and helped to fund a similar TV program broadcast from Duluth, MN.

Of all of that, Dutch would say, "This is God's doing, not mine." But we do thank him for his long, loving, and faithful service in helping to get the Good News of Jesus out into the region via Christ-centered, televised worship services and programs like "This Is the Life" and, earlier, "Kids' Crossing" and "On Main Street." We also thank Dutch's wife, Carol, for her support of Dutch's work.

Jay Schaefer, who succeeds Dutch, is very familiar with the ministry of Main Street Living. In fact, Jay has been the technical director for "Main Street Living North" (Fargo-Moorhead), since 2017. In the past year, Jay has been serving as the central editor for all the MSL markets, a role he'll continue to serve, along with the added duties of Executive Director.

Jay and his wife, ReNae, and sons Jacob (18) and Adam (12), live in Moorhead, MN, and are members of Immanuel Lutheran Church, Fargo, ND. Jay is a graduate of Moorhead State University, Moorhead, MN, and he has earned a Lutheran Teacher Diploma from Concordia-Nebraska (2009) and Director of Christian Education certification (2011), also from Concordia-Nebraska.

Currently, Jay is the Spiritual Life Specialist at the Dakota Boys and Girls Ranch in Fargo, music teacher at Dakota Memorial School, Fargo, and is the owner of Propellant Studios, an audio and visual recording business, which he operates out of his home.

We welcome Jay into his new service as Executive Director of Main Street Living and wish him every blessing in Christ!

Pictured above in the Main Street Living studio at Zion Lutheran Church, Sioux Falls, are: Randy Gayken, secretary of the MSL Board of Directors; Peter Nord, president of the board; Jay Schaefer; Dutch Te Slaa; and Todd Taylor, vice-president of the board.