"Melting Pot" model has been the well traveled way to North-Americanization. One Finnish Lutheran Congregation in Thunder Bay was faced with the challenge: "Are we heading towards a Canadian congregation that will eventually and intentionally forget its ethnic roots in the process of adaptation and assimilation, or are we heading towards the other polarity where we as a Canadian congregation, try intentionally to retain our ethnicity?" The congregation decided to try something different. They developed a strategy to retain their ethnic identity in the time of transition from an immigrant congregation to an ethnic, Canadian congregation.

The congregation used the Participatory Action Research Method to guide them through the process from strategy building to action. This method enabled planned and controlled process of transition. Ethnicity was no longer considered as a burden for the congregation but rather a resource. Affiliation to the congregation was also affiliation with ethnic culture and the Lutheran faith. Religion and ethnicity serve much the same needs of human beings enabling them to relate to something that is actually bigger than themselves and helping them to place themselves in a certain context. It was time to start looking at old things in new way. For far too long, culture including ethnic culture, has been seen as the enemy, whose influence is both pervasive and negative. Now it is time to see it as an opportunity.

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