

Highland Crest Baptist Church Profile

Our Community:

Green Bay has about 335,000 people in the metropolitan area, including several suburbs of the city proper. Even with its larger size Green Bay has a small-town, close-knit feel to it. This is likely due, at least in part, to the identity the city has with its professional Football Team, the Green Bay Packers, which is the only NFL team owned by the people of its community. Green Bay is also known for its paper making factories, large transportation and trucking firms and Health Care services.

The Green Bay area offers several large public-school systems. With campuses located throughout the community and suburbs. In addition, we offer several private Christian school options. There are two college campuses, one focusing on technical studies and a large state college, the University of Wisconsin Green Bay.

Our culture is a mixture of white- & blue-collar workers with the majority being Caucasian. We are largely European in descent but have smaller growing communities of Hispanic, Mediterranean, Asian and African American descent.

Our Church:

History:

Our congregation started with 3-4 families meeting in their living room. In 1956 they purchased the plot of land where the church currently resides and planted and constituted this church.

Location & Mission:

Highland Crest is in the "hub" of Green Bay located just one block from the Green Bay Packer Stadium (Lambeau Field)! Our congregation has been in the community for 70 years with a long legacy of God-centered mission work. Our mission is: To know Jesus and to make Jesus known. The leadership focus is to provide ministries and activities that hinge on discipleship and evangelism. The vision of Highland Crest Baptist Church is to create a community of authentic believers that are Bible Saturated, Humble in Prayer & Repentance, working to Edify Relationships that pursue Christlikeness and to be Intentional and Winsome in sharing the Gospel "Good News" in our community.

Current Staff & Demographics

Our lead pastor is Chad Hertler. He served in an Associate Pastoral role for 10 years before transitioning to the Lead Pastor role 5 years ago. The previous senior pastor served for 28 years. The church has a legacy of strong Gospel focused preaching and leadership. Our congregation spans multiple generations, with long-time members and a steady influx of new families. We have a little over 200 families that are members or attend regularly. Our average worship attendance is just under 250 attendees.

Ministries

We have a vibrant Senior & Retired community of about 40-50 people. They meet monthly for fellowship and Bible study and plan outings throughout the year. Our Men's and Women's Ministries are active throughout the year. The men meet each month for Breakfast and Bible study, and our ladies use their monthly craft night for fellowship and outreach. Each group also plans a Retreat or Conference during the year.

Our College & Career – Young Adults group is new in forming and is growing. They meet for Bible study on Sundays and small group every other week, as well as outings every couple months.

Our Youth Ministry has always been a foundational part of the life of Highland Crest. We have utilized both volunteers and, at times, paid Youth Ministers to grow our youth group. Currently our Youth ministry is running 40-60 students and has a warm and strong bond. They have formed their own Worship band that has led out in worship during our main services, and they have had their own Worship events, inviting other churches to participate. Our two main youth events are summer and winter camp, and we have other activities throughout the year. Additionally, several of our youth participate in LEAD WI each summer.

Our Children's Ministry is highlighted by our Wednesday night Awana program. Several families have been introduced to Highland Crest through Awana Club.

We are also a regional hub for a couple larger faith-based Ministries. We are a Regional Collection Center for Operation Christmas Child; OCC sends gift filled shoeboxes around the world together with the Gospel Message of Jesus Christ. Approximately 16,000 Shoeboxes from across NE Wisconsin are collected at Highland Crest. They are boxed, placed on pallets and shipped to Illinois the week before Thanksgiving. Furthermore, our organization serves as a local collection center for Love Packages, a Ministry dedicated to gathering Bibles and Gospel literature, repackaging these materials, and distributing them globally. We collect 2-3 tons of materials each year from our location.

Changes in our future:

We are in the process of changing our constitution so that we can change our church government from being Senior Pastor led to being Elder led. It's our belief that an Elder led structure is most consistent with scripture. Another major change is the potential sale of our existing property and re-locating to a larger plot of land ½ mile down the road. This would allow us to double the size of our campus and address current space concerns. Overall, both changes have strong support from the church, however, it has been challenging for some of the older members who have roots in our existing culture and location. The ultimate goal is to follow God's leadership and to maintain unity in the church.

Worship style:

Our worship style is mainly a blended mixture of Contemporary and Traditional Hymns, leaning more on the traditional end. One of the key characteristics of our congregation is that they are not just spectators in worship, but they all sing out heartily unto the Lord. We use Piano, keyboard, acoustic guitar and other wind & brass instruments weekly in our worship service. Our youth/student ministry has their own Praise and Worship band, and they frequently lead out in our worship service. A dedicated volunteer usually leads both worship services and the choir. Our service includes a choir of 15-20 members, spanning from youth to seniors, who lead out in worship each Sunday.

Community Outreach:

In addition to encouraging our families to reach out to their friends and neighbors, we offer outreach events to make Jesus known. Our location, just 1 block from Lambeau Field, is the perfect opportunity to share Christ to the "fans" as they walk to the Packer Game. For some of the home games we prepare Gameday Rosters to hand out. They offer the current roster of both teams and a trivia questionnaire that leads to a Gospel presentation. In addition, we had the privilege of working with the NFL in April 2025 when the city hosted the NFL Draft. We saw over 600,000 people attend this huge event. We were right in the middle of it providing opportunities to work with local businesses and the Packer Organization, as we parked buses on our property and linking with other outreach ministries to share the gospel.

In a Nutshell:

The feedback from so many people who initially attend Highland Crest is a feeling of acceptance and family belonging. When someone walks into the building for the first time for a worship service, they are met by many "greeters". Not just the people tasked with that responsibility that morning, but by many others who reach out to make you feel welcome. It's not easy to just "slip in" unnoticed at Highland Crest. It's uncommon for anyone to arrive without being greeted and welcomed several times before taking their seat. We have a strong sense of "family" here, and heartily welcome newcomers.