

Facts & Trends

Travis Cottrell

*ministry and worship
through music*

article on page 10

JULY/AUGUST 2006

*News and information for ministry from LifeWay Christian
Resources of the Southern Baptist Convention*

 **LifeWay**
Biblical Solutions for Life

Contents

Volume 52 • Number 4
July/August 2006

Commentary

- From my perspective: media no substitute for God ... 4
- Survey: Most media use is secular, not Christian 6

Articles

- Brad Waggoner new head of LifeWay Research 9
- Travis Cottrell leads worship from the heart 10
- Living Proof Live event honors ministers' wives 14
- 2005 ACP figures show baptism slump 18
- New name: B&H Publishing Group 19
- Rainer books added to Bible Navigator library 20
- Survival Kit*, *MasterLife* impact Brooklyn church 21
- OKC LifeWay Christian Store manager honored ... 25
- Adults 55+ gather for fun and refreshment..... 26
- ACP trends on church membership, growth 28

Resources

- For you from LifeWay..... 30

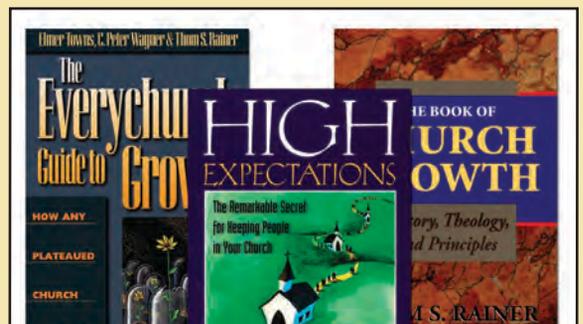
Cover photo: Worship leader Travis Cottrell and choir from Thompson Station Church lead worship at a special celebration at LifeWay. Photo by Kent Harville



Travis Cottrell • 10



Ministers' wives • 14



New in Bible Navigator library • 20



Brooklyn church grows with LifeWay resources • 21



LifeWay Christian Store manager of the year • 25



Adults 55+ • 26

Coming in the September/October issue:

- VBS: Alaska mission church lives an Arctic Adventure
- Kids cruise to Bahamas to do missions
- Musicians gather for Worship Week at Ridgecrest

How to get *Facts & Trends* absolutely free:

Write us: *Facts & Trends*

One LifeWay Plaza

Nashville, TN 37234-0192

Phone us: (615) 251-3698

E-mail us: facts&trends@lifeway.com

Visit us on the Web:

Our site: www.lifeway.com/factsandtrends

LifeWay's news site: www.lifeway.com/news

Phone numbers, Web addresses and content referenced in articles were verified at the time of printing.

Our purpose

To support you in ministry by connecting you with LifeWay's "Biblical Solutions for Life." To help you carry out your calling more effectively as you read news and feature stories, information about trends that impact the church, ministry tips and an introduction to new LifeWay products. Whether you're a pastor, church staff member or lay leader, you'll find ways to enhance your ministry.

Our format

Facts & Trends is published six times a year by LifeWay Christian Resources of the Southern Baptist Convention. *Facts & Trends* is a free publication.

Our people

Polly House, editor; Katie Shull, graphic designer; Kelly Davis, Brooklyn Noel, Jenny Rice, Chris Turner, writers; Kent Harville, visuals specialist; Shirley Richardson, Web editor; Russ Rankin, editor in chief; Rob Phillips, director, corporate communications.

From my perspective



Christian media is no substitute for a relationship with God

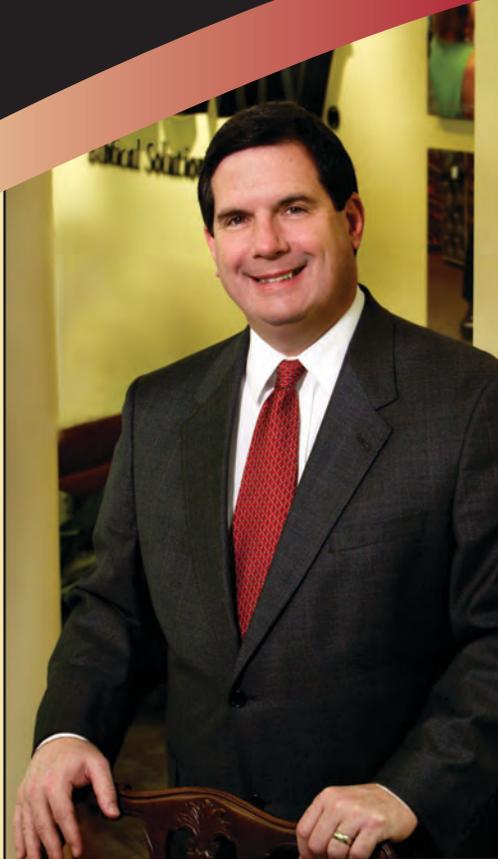
We live in a great age of technology that has refined entertainment. I'm wowed by the gizmos and gadgets. But I'm also concerned that Christians are entertaining themselves to the point of spiritual dullness.

The changes we've seen in just the past few years are amazing in how we easily can create our own home theaters or watch television through our computers. We can load dozens of songs on digital music players the size of a pack of gum. We can create movies on our home computers or even listen to a radio station somewhere on the other side of the world while sitting at our desks as the sound streams through computer speakers.

The list of entertainment possibilities is as endless as the media possibilities that bring us the entertainment. Even something as functional as a cell phone is now an entertainment gadget. But in many ways we are beginning to worship being entertained. We've developed an obsession as a nation for "reality" TV and are overly attentive to which entertainment starlet is having a baby (most times out of wedlock) with which Hollywood hunk. We've got to have the hippest, look the hippest, be the hippest. Our minds are constantly engaged (distracted?) by all this ... stuff.

Unfortunately, Christians often are drawn into this world of trivial banality. That world has stormed the doors of Christianity. Many of these secular entertainment investors and producers are buying into Christian publishing and music companies because of how lucrative they have become. Their motivation is financial, not spiritual or ministerial.

The research on the following pages done exclusively for *Facts & Trends* shows how intensely Christians are consuming Christian media of all types – books, music, television, movies, magazines, etc. Hear me; there



*Thom S. Rainer, president and CEO,
LifeWay Christian Resources
of the Southern Baptist Convention*

Subscribe

LifeWay President Thom S. Rainer writes LifeWay@Heart, a monthly e-mail message addressing trends and ministry ideas. Add your name to the LifeWay@Heart mailing list by going to www.lifeway.com/form_heart.asp. On the form, type in your e-mail address and name, then click the "Join List" button.



is nothing inherently wrong with being entertained – as long as the entertainment isn't godless. Where we are crossing the line is in our indulgence of it. Idolatry is when we elevate any person, object or indulgence to a position of greater esteem than our esteem for God. It's the first commandment: "Do not have other gods besides Me" (Exodus 20:3, HCSB).

"How much of your time are you spending being entertained in comparison to time you are investing in your relationship with God?"

— Thom S. Rainer

How do you know if entertainment, regardless of whether it is secular or Christian, has become indulgent? How much of your time are you spending being entertained in comparison to time you are investing in your relationship with God? Christian media can point us to God and can assist us in worshipping God, but we need to be aware that it can, at some point, take the place of God instead of preparing us to meet God.

I'm not advocating that we dump all our stuff in the garbage, take a vow of silence and live in monasteries. Christ was an influence in the culture and we need to be as well. But, I am saying we'd all benefit from calming our lives in order to hear God's voice. It is then that we will become spiritually sharp.

Let's be wowed by the God who created our minds and gave us creativity and not by the technology and entertainment that is a product of those minds. ■

In His service,

We recommend

- *Arts, Entertainment & Christian Values*
by Jerry Solomon
- *Communicating for Life: Christian Stewardship in Community and Media*
by Quentin J. Schultze
- *The Spectacle of Worship in a Wired World*
by Tex Sample
- *Preaching to a Postmodern World: A Guide to Reaching 21st Century Listeners*
by Graham MacPherson Johnston

These and other resources are available through customer service at www.lifeway.com and (800) 458-2772 and from LifeWay Christian Stores at www.lifewaystores.com and (800) 233-1123.

Christian media occupies small segment of media usage

by Ron Sellers



Research conducted for *Facts & Trends* shows the vast majority of Protestant churchgoers are consuming Christian media, but Christian media still represents a minority of all media use for Protestants. Two studies were conducted for *Facts & Trends* by Ellison Research (Phoenix, Ariz.). One is a representative sample of 791 Protestant church ministers nationwide and the other is a companion survey of 1,184 people who attend Protestant churches at least once a month. Respondents were asked about their media use, including use of “specifically Christian” media (not just media with good values or an “inspirational” message).

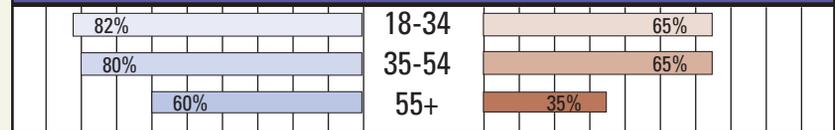
Age comparison between clergy and laity

CLERGY
□ □ □

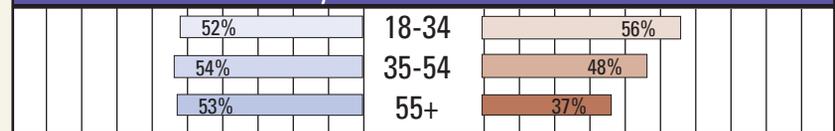
AGE

LAITY
□ □ □

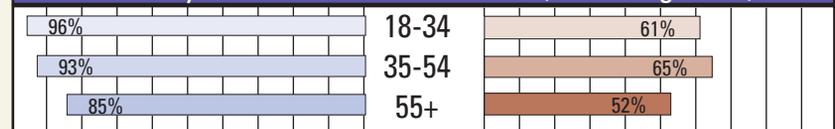
Watch any Christian movies



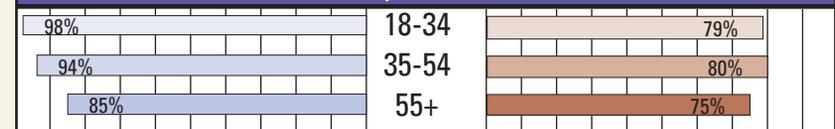
Read any Christian fiction books



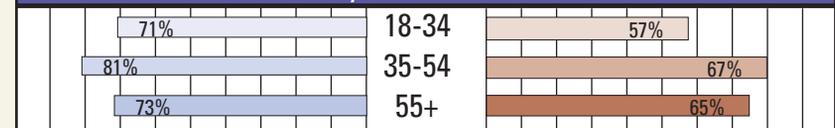
Read any Christian nonfiction books (excluding Bible)



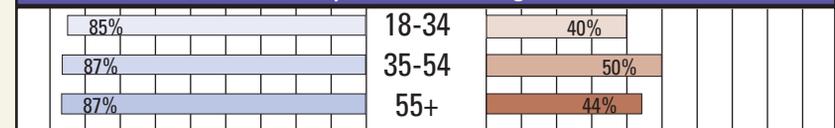
Listen to any Christian music



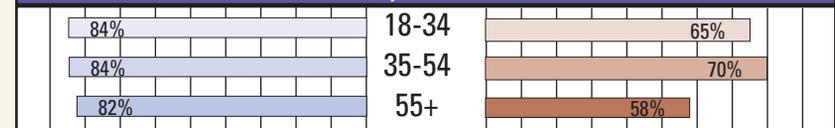
Watch any Christian television



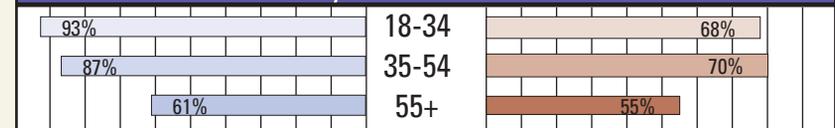
Read any Christian magazines



Listen to any Christian radio



Visit any Christian Web sites



Laity

The study showed Christian media is commonly used by Protestant laity:

- 78 percent listen to Christian music
- 64 percent watch Christian television
- 64 percent visit Christian Web sites
- 64 percent listen to Christian radio
- 60 percent read Christian non-fiction books
- 55 percent watch Christian movies
- 47 percent read Christian fiction books
- 44 percent read Christian magazines

Yet for each type of media, the average proportion dedicated to Christian options is less than half – usually much less than half. The proportion of media use that is specifically Christian ranged from a high of 42 percent for music (meaning on average, 42 percent of all music Protestant churchgoers listen to is Christian) to a low of 17 percent for movies. And it is very rare for people to rely solely on Christian media; the high was 7 percent who listen only to Christian music.

Lay leaders within churches tend to use Christian media much more than do non-leaders. For example, 58 percent of all lay leaders read Christian magazines, compared to 39 percent among those who are not in a leadership position. Christian

magazines account for an average of 28 percent of the magazine reading lay leaders do, versus 17 percent among non-leaders.

Clergy

Clergy use Christian media even more than lay leaders. Among Protestant clergy:

- 94 percent listen to Christian music
- 92 percent read Christian non-fiction books
- 87 percent read Christian magazines
- 84 percent listen to Christian radio
- 83 percent visit Christian Web sites
- 77 percent watch Christian television
- 76 percent watch Christian movies
- 53 percent read Christian fiction books

Plus, among clergy, Christian media tends to represent a higher proportion of media usage than it does among laity. On average, 45 percent of the fiction books read by clergy are Christian fiction (28 percent among laity), 66 percent of the music clergy listen to is Christian (42 percent among laity) and 51 percent of the Web sites ministers visit are Christian (20 percent among clergy). Only Christian television showed no difference in use between pastors and laity.

What these numbers really demonstrate is something the business community has known for some time – Christian media is growing ever more popular. Major secular investors are buying Christian publishing and music companies. Christian books and albums are hitting best-seller lists. Christian-themed films such as *The Chronicles of Narnia*, *The Prince of Egypt* and *The Passion of the Christ* have done huge box-office business.

Still, for the average person in church, Christian media is a relatively small portion of the media they use. As Christian media has grown in quality, availability and acceptance, and as concerns build about the content of some secular media, church leaders need to consider what they could and should do to promote high-quality Christian media to the people in the congregation. Pastors' greater use of Christian media should give them a greater familiarity with it, leading to the ability to promote or recommend solid Christian Web sites, books, entertainment and other options that can help their congregations grow spiritually. ■

“Among clergy, Southern Baptists were particularly heavy users of Christian movies, television and radio. Among laity, Southern Baptists were close to the averages.”

— Ron Sellers

“Evangelical clergy tended to be heavier consumers of Christian movies, fiction books, music and radio than mainline Protestant clergy.”

— Ron Sellers



Ron Sellers is president of Ellison Research (Phoenix, Ariz.), which conducts exclusive research for Facts & Trends on issues important to our readers.

Southern Seminary dean tapped to help launch, lead LifeWay Research

by Russ Rankin

Brad J. Waggoner, dean of the School of Leadership & Church Ministry at The Southern Baptist Theological Seminary in Louisville, Ky., was selected to lead LifeWay Research, an initiative LifeWay President and CEO Thom S. Rainer unveiled when he took office earlier this year.

Waggoner, 49, joined LifeWay July 1 as director of LifeWay Research, a department reporting to the president.

Waggoner joined the teaching faculty of Southern Seminary in 1999 and has served as dean of the School of Leadership & Church Ministry since 2001. In addition to his role as academic administrator and teacher, he served as one of the lead consultants for the Rainer Group, a research organization Rainer once headed that assists churches in assessing and promoting church health and effectiveness.

“Few people are as connected with the local church as Brad Waggoner,” Rainer said. “LifeWay is blessed with the leadership he brings to this new role. He brings not only a knowledge of the local church, but a passion and heart for the church as well. His leadership of LifeWay Research will provide the energy to make this new entity a world-class organization.”

At his February inauguration as LifeWay’s ninth president, Rainer revealed his intention for LifeWay to become a more relevant organization through the launch of new initiatives such as LifeWay Research.

“LifeWay Research [will be] an entity that listens to churches, that listens to Christians, and that listens to the

spiritually lost,” Rainer said. “We will be an authority on what’s going on in the world of churches, beliefs and the world of the unchurched.”

Rainer said his goal is to make LifeWay Research the premier Christian research organization in the world. “We will have a finger on the pulse of culture and the unchurched world. Our intention as Christians is not to mirror culture, or concede to culture but to impact culture with the truth of Scripture. LifeWay Research will explore culture and the unchurched world with this impact in mind.”

LifeWay Research also will seek to better understand specific areas of ministry, such as students, women, Sunday school, small groups, leadership and music. LifeWay’s goal is not to help churches do more, Rainer said; it is to help churches identify strategic opportunities that can be maximized for the greatest Kingdom impact.

“Over the last seven years, Thom Rainer and I have shared similar passions,” Waggoner said. “We are passionate about the local church and we are similarly focused on helping pastors and church staffs become more effective.”

Waggoner, a native of Wyoming, received a Master of Religious Education degree from Southwestern Baptist Theological Seminary in Fort Worth, Texas, a Master of Arts from Trinity Evangelical Divinity School in Chicago and a Ph.D. from Southwestern.

Waggoner and his wife, Patti, have two sons, Brandt and Blake. ■



Brad J. Waggoner

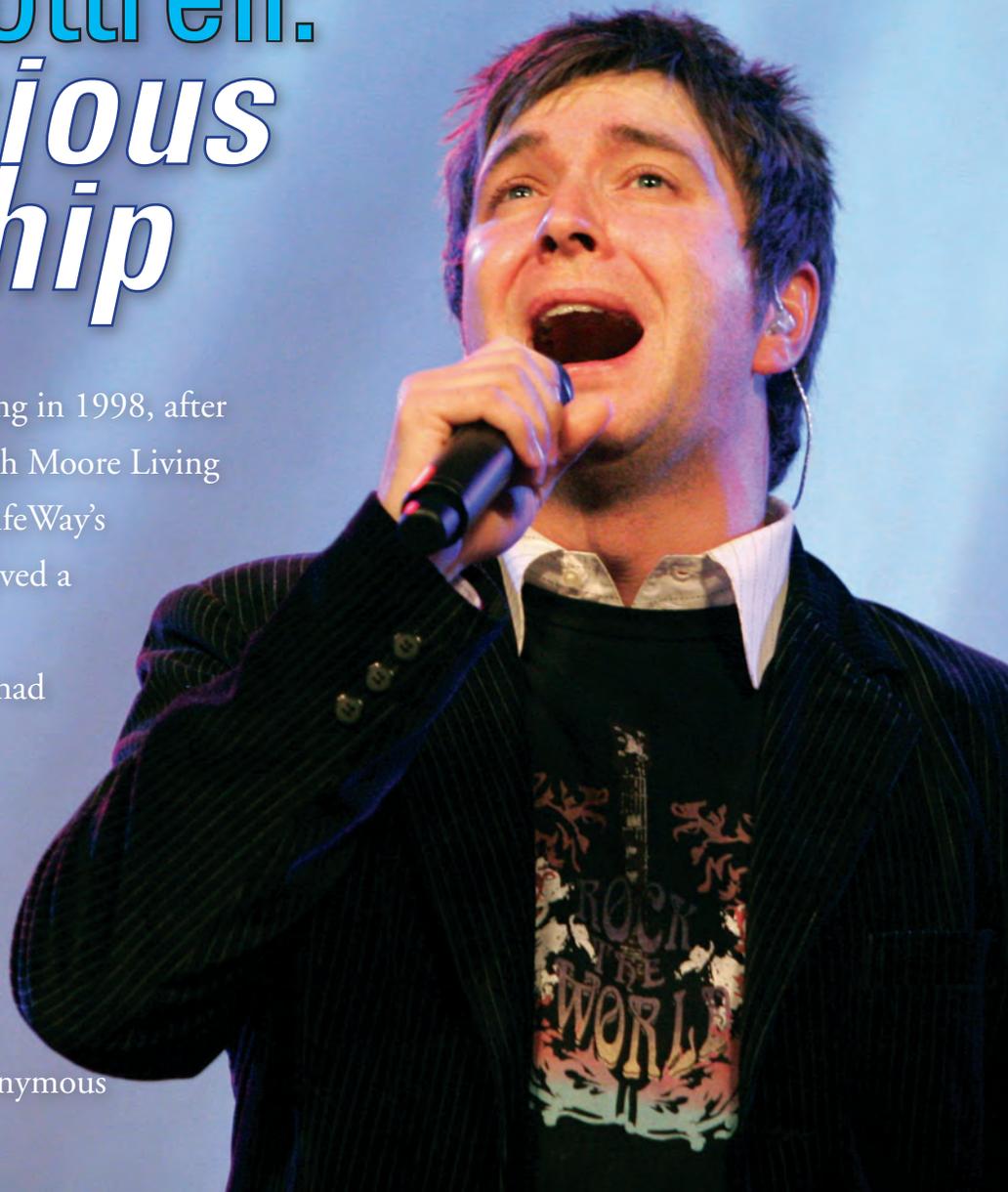
Travis Cottrell: *Contagious worship*

by Russ Rankin

On a Monday morning in 1998, after the second-ever Beth Moore Living Proof Live event, LifeWay's women's events department received a fax from Moore.

In big handwritten letters, she had written: "It's a match!"

The "match" was Travis Cottrell, who had taken the stage as worship leader for Moore's event. Today, after well over 100 Living Proof Live events, Cottrell's worship is synonymous with the conferences.



Cottrell remembers having doubts about leading worship for the popular Bible teacher and author. "Why don't you get a woman?" he asked Faith Whatley, who was then coordinator of women's events at LifeWay, sponsor of the Living Proof Live events. "But they had an idea that the balance of personalities would work. They nailed it."

His first event with Moore, in Dothan, Ala., drew more than 3,000 women after estimates were made that 400 would be in attendance. "I loved it instantly," he said, noting that he hasn't missed a LPL event

since. "I wouldn't have ever dreamed this up for myself. In the beginning, I felt like at any moment they were going to thank me graciously and give the gig to some very capable woman."

Called to worship

Cottrell, a native of Boone, N.C., attended Appalachian State University for two years before transferring to Belmont University in Nashville to study music and embark on the road to fame and fortune. As he tells it, God had another plan.

Following graduation, Cottrell worked at

a music production company and began to write songs. His first, "It's Only Thunder," was featured on Larnelle Harris' *I Choose Joy* album. He then published *Waiters*, a youth musical about waiting on the Lord, which became the year's best-selling youth musical.

Leading worship for youth at Two Rivers Baptist Church in Nashville, Cottrell began to understand God's story for his ministry. "Watching them fall in love with Jesus helped me realize that I was called to lead people to that place of intimacy with Christ," he said.

When Two Rivers needed a fulltime worship minister, Cottrell stepped into the role of leading the 6,000-member church in worship. A short time later, he found himself leading stadiums full of women in worship for Moore's Living Proof conferences.

Regardless of venue size, location or event, worship must always begin with an authentic heart before God, Cottrell said.

"Beth's heart ... her true love for Jesus is so contagious," he said. "She loves those women; it's what her events are all about – loving the women and pointing them toward the Cross. Because of that, there's always warfare when we put ourselves on the front lines. It's not like we're frontline

missionaries in dangerous locations, but look at what's happening in society today – the wounded hearts, broken relationships. Leading groups to experience Jesus through worship is just incredible.

"Because of that, we always have to have our hearts right before God because we can't waste that time that we've been given to minister to them."

"God is creative and likes to be worshiped in creative ways and He calls us to grow in our worship."

— Travis Cottrell

Worshipping a creative God

Cottrell believes God ordained his partnership with Moore to maximize the multi-generational reach of the ministry. Cottrell's ability to bridge the music of different generations is just one reason his worship style is popular. At events and on his worship albums, he regularly blends contemporary worship with traditional hymns.

"You never know what the worship background is in a particular geographic location, but God always gives direction," he said. "It's never scripted; God always keeps us on our toes. We've got silver-hairs and green-hairs at our events," he laughed, describing his worship style as "where Gaither meets Crowder."

"God is creative and likes to be worshiped in creative ways and He calls us to grow in our worship," Cottrell said. "He did not stop being creative when Handel or Bach

Photo by Kent Harville



Above: Travis Cottrell and the praise team lead 3,000 ministers' wives in worship at Living Proof Live. Right: Cottrell and Beth Moore both have a passion for ministry.



Photos by Kent Harville

or Fanny Crosby died. He continues to shape music and shape how music expresses our worship differently in each generation.

“We have been placed right at the heart of a new season in worship and ministry,” Cottrell added. “This is a transitional generation of worshipers who are redefining what music sounds like, what music we sing and how we sing it.”

Cottrell said he would be thrilled and completely fulfilled to lead worship for Living Proof Live until he is old and gray.

“I always tell Beth that I’m her George Beverly Shea,” he said, laughing at the

thought. “She sometimes calls us Jethro and Elly May, because the hillbilly factor can’t be higher with any other duo – she’s from Arkansas and I’m from North Carolina.

“To serve the Body of Christ in this way is such a blessing,” he concluded. “I would love the privilege of serving with Beth for as long as possible. I don’t know why He’s given me such joy.”

Cottrell, his wife, Angela, and their three children – Jack (9), Lily Kate (6), and Levi (3) – live in Franklin, Tenn. “They are my place of rest,” he said. On the weekends he

is not traveling, Cottrell can be found “singing in a deep sea of tenors in the choir at Thompson Station Church [Thompson’s Station, Tenn.] and loving every minute of it.”

Cottrell has produced nine Living Proof worship albums with LifeWay. The most recent, *The Lamb Has Overcome*, recorded March 31 during the Living Proof Live special event for minister’s wives in Chattanooga, Tenn., is the third live recording and was released in June.

Known as an arranger and producer for various Christian publishers including LifeWay Music Group, Cottrell was nominated in 2006 for a [Gospel Music Association] Dove Award for his Easter musical *Redemption: The Power of the Cross*, his second nomination.

Cottrell also has several solo projects and recently signed with Indelible Creative Group and will be working on a solo album this summer. Cottrell’s song “Alive Forever Amen” from his solo album *Alive Forever* (Integrity Music) was recorded by Christian artist Warren Barfield and is featured on the WoW Worship 2006 production. ■

God’s calling me to lead worship?

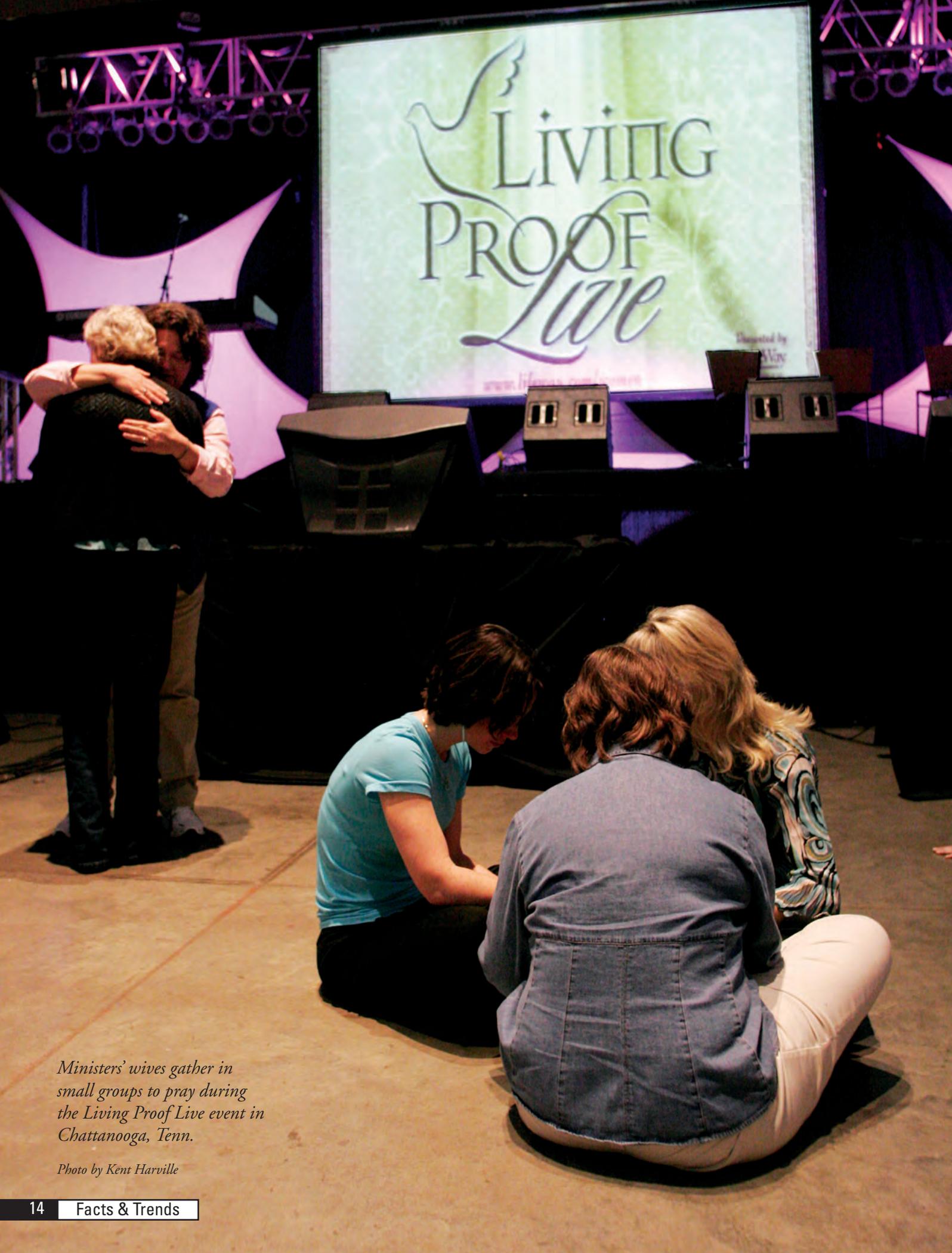
Travis Cottrell said that having a willing heart and a teachable spirit are key components in the field of worship. Oh, yes, and patience is a virtue. Following are Cottrell’s top 5 recommendations for people who may be feeling God’s call to be a worship leader.

1. **Serve to capacity in your local church. Don’t wait around for a big national gig to come by. Serve joyfully. Every opportunity I’ve had has come as a result of service to the local church.**
2. **Find a worship leader who is accessible to you and can mentor you. My mentor was Dick Hill, who was at Two Rivers Baptist Church and is now worship leader at Champion Forest Baptist in Houston.**
3. **Take every class you can. There are so many amazing resources available from godly musicians who have their motives in order. Any chance you have to sit in on their instruction will give you a healthy perspective on the ministry, calling and servanthood.**
4. **Be on constant guard against making music a greater passion above that of your relationship with Christ and your service to others. If singing cool songs is more important than loving people and serving, then something has gone awry. As a worship writer, I never disconnect myself from the responsibility of engaging people in worship.**
5. **Keep Jesus as your plumb line, because any group following you will sniff out insincerity. People will follow who they trust, and they’ll trust people who genuinely love them. If you’re not walking with Jesus you’ll give yourself away.**

We recommend

- *Alive Forever*
- *Come! In Grace and Glory*
- *Jesus, The One and Only*
- *Living Proof Live* (9 volumes)

These and other resources by Travis Cottrell are available from LifeWay Christian Stores at www.lifewaystores.com and (800) 233-1123.



Ministers' wives gather in small groups to pray during the Living Proof Live event in Chattanooga, Tenn.

Photo by Kent Harville

Ministers' wives loved, honored at Living Proof Live

by Polly House

- A** minister's wife really has a pretty easy job once she gets past the fact that she is expected to:
- have a perfect marriage
 - have a perfect spiritual life
 - raise perfect children (preferably several of them)
 - keep a perfectly neat and clean house
 - own a perfect (but not too stylish) wardrobe
 - be the perfect preschool Sunday school teacher
 - be the perfect (but never close) friend to every other woman in the church
 - play the piano, yes, perfectly
 - have a perfect smile on her perfect face surrounded by perfect hair.

About 3,000 ministers' wives from 35 states gathered March 31-April 1 in Chattanooga, Tenn., to hear popular Bible teacher Beth Moore tell them it was time for them to "take the day off."

"You can come into this place and not be in charge of anything!" Moore told the cheering crowd of wives. "I want you to know that you have never been more welcome in your lives than you are tonight in this house."

She added, "I want you to know you are so loved. I have never had the desire to serve a group of women as much as I have this group. I told Travis [Cottrell] and the praise team during our prayer time that we will never speak to a group that has the potential to have such an impact on Christendom.

We may speak to larger groups, but never to one with more influence – 3,000 ministers' wives!"

A place to be 'real'

Among the women attending were five present and past staff wives from Crossover Church in Spokane, Wash. The group flew across the country to spend the weekend with other women with whom they had so much in common and to drink in the love from Moore, as she repeatedly told them how wonderful they are.

Kelleen Little is the women's ministry leader at Crossover Church, where her husband, Terry, is pastor. She served as city coordinator of the Living Proof Live event in Spokane last year.



Photos by Kent Harville

Above: Paula Staton (left) from First Baptist Church of Glenarden, Landover, Md., shares with (left-right) Kelleen Little, Julie Wenzel, Teresa Howard, Andrea Whisten and Wendy Liddell, all associated with Crossover Church in Spokane, Wash.

Left: Beth Moore chats with four pastors' wives, each in a different stage of her marriage and ministry.



“We had such a great experience working with Beth and LifeWay that we knew we just had to come here for this,” Little said. “We’ve done all of the Bible studies that Beth has written and appreciate her depth and love of the Lord. We needed to be here. We needed this time together. We needed to get filled up again with the great teaching. God has used Beth in such an amazing way to give women what we need to hear.”

Following the first session with Moore, the five wives from Crossover Church, along with a new friend, settled into one hotel room to talk about what they had heard.

Julie Wenzel, whose husband, Bud, is now senior pastor at Wenatchee Valley Baptist Church in Wenatchee, Wash., but was formerly associate pastor at Crossover, said seeing the variety of women at the conference reinforced her idea that there really is no single mold for a minister’s wife.

“Everyone seemed so happy and so free to worship,” Wenzel remarked.

Little agreed. “I really enjoyed just walking around the arena and looking at all the women. They looked just like any other group of women. It was so cool to see the range of ages and how everyone dressed.

You'd see this group and never say, 'Oh, these must be ministers' wives.' There is no box."

Paula Staton, wife of Billy Staton Jr., youth pastor at First Baptist Church of Glenarden in Landover, Md., came alone to the event, but met the Crossover wives and quickly was welcomed into their group. She called this time of worship and fellowship with women who have so much in common "a blessing." She said she appreciated hearing Moore tell them to have their own ministry and their own relationship with God.

"We all have a purpose," Staton said. "For a long time I was trying to have a ministry like my husband's. But I couldn't, so I just wanted to quit. [Moore] affirmed for me that I can have my own ministry using the special skills and gifts God has given me."

Trust and the need for transparency

A big issue for ministers' wives is having someone to trust with confidences. "I know it's so hard to have to keep so much to yourself," Moore said. "We are women and we were made for relationships with other women."

"I'm not a preacher's wife; I'm a plumber's wife," Moore, a member at First Baptist, Houston, said, "but I do know something about the guardedness you have as a woman in ministry."

Teresa Howard, wife of Mark Howard, former worship pastor at Crossover and now senior pastor at Sunset View Baptist Church in Pasco, Wash., said one of the hardest parts of leaving Crossover Church was losing the day-to-day contact with this group of staff wives. "Trust is such an issue

for us. There are a lot of perceptions about us from the congregation and from those outside the church."

Wenzel added, "We have each other to trust and to talk to. Some people seem too eager to be my friend, and others have a perception of me that just isn't true."

The women called Moore's teaching trustworthy and affirming.

"There are very few people that I listen to," said Wendy Liddell, wife of Scott Liddell, missions pastor at Crossover. "I have learned to be discerning about who I listen to. But Beth has my ear. I trust her as a woman who walks with God."

Wenzel said, "She is reliable."

Little said, "We have been changed by the way God has used her. I want a passion for the Word like she has. My life has been changed because I've studied the Word through her books. I've seen other lives changed too. You can't stay the same when you have had an encounter with God.

"She has 100 percent credibility because she has been with us and has been real for years," Little added. "She has proven herself trustworthy and faithful."

Moore and Cottrell, praise and worship leader for all the Living Proof Live events, reminded the women as they left the gathering on Saturday to go to their places of ministry and take the knowledge of what God wants them to be with them.

"Use [your gifts and ministry] and make an impact," Moore said. "We [here on the platform] will never have the impact that you have. Never. You have power!" ■

We recommend

- *A Woman's Heart: God's Dwelling Place* by Beth Moore
- *A Heart Like His Devotional Journal* by Beth Moore
- *When Godly People Do Ungodly Things* by Beth Moore
- *A Handbook for Ministers' Wives* by Dorothy Kelley Patterson
- *She Can't Even Play the Piano* by Joyce Williams

These and other resources are available through customer service at www.lifeway.com and (800) 458-2772 and from LifeWay Christian Stores at www.lifewaystores.com and (800) 233-1123.

2005 ACP: Southern Baptists see baptisms slump; giving, membership grow

by Russ Rankin

Recently compiled statistics for the Southern Baptist Convention show that baptisms, which rebounded in 2004 after a four-year decline, slumped again in 2005, according to LifeWay President and CEO Thom S. Rainer.

According to the Annual Church Profile (ACP), information gathered by LifeWay, baptisms last year dropped from 387,947 to 371,850, or -4.15 percent.

“Southern Baptists should view this report as a wake-up call,” Rainer said, noting that the totals for baptisms dropped to their lowest since 1993. “We must focus

our efforts, prayers and resources on reaching people for Christ. Baptism is the outward act of obedience that pictures God’s work of redemption in a believer’s life, and so for Southern Baptists the ACP figures indicate we are faltering in our efforts to reach a lost world.”

There was growth in some areas, however. The ACP showed a net increase of 234 churches established in 2005 for a total of 43,699, up from 43,465 in 2004.

Total membership increased slightly to reach 16,270,315, and total receipts and missions expenditures were up.

2005 Southern Baptist Convention Statistical Summary

<i>Item/Statistic</i>	<i>Final 2005</i>	<i>Final 2004</i>	<i>2005-2004 Numeric Change</i>	<i>2005-2004 Percent Change</i>
State Conventions	41	41	0	0.00%
Associations	1,182	1,191	-9	-0.76%
Churches	43,699	43,465	234	0.54%
Total Membership	16,270,315	16,267,494	2,821	0.02%
Baptisms	371,850	387,947	-16,097	-4.15%
Ratio of Baptisms: Total Membership	1:44	1:42	(N/A)	(N/A)
Other Additions	396,443	424,669	-28,226	-6.65%
Sunday School Enrollment	8,068,780	8,206,440	-137,660	-1.68%
Discipleship Training Enrollment (1) (2)	1,667,709	2,237,345	(N/A)	(N/A)
Music Ministry Enrollment/Participation (2)	1,577,364	1,633,794	-56,430	-3.45%
WMU Enrollment (2)	804,983	967,831	-162,848	-16.83%
Men/Boys Mission Education Enrollment (2)	388,264	423,207	-34,943	-8.26%
Total Tithes, Offerings, & Special Gifts (2)	\$9,932,910,264	\$9,534,282,440	\$398,627,824	4.18%
Undesignated Receipts	\$7,842,598,469	\$7,479,260,455	\$363,338,014	4.86%
Total Receipts	\$10,721,544,568	\$10,171,197,048	\$550,347,520	5.41%
Total Mission Expenditures	\$1,233,644,135	\$1,199,806,224	\$33,837,911	2.82%
Value Congregational Property (2) (3)	\$42,775,041,203	Not Asked in 2004	(N/A)	(N/A)
Primary Worship Attendance	6,052,321	6,024,289	28,032	0.47%
Church-type Missions Operating	5,135	5,036	99	1.97%

1. The 2005 Discipleship Training Enrollment is a new item. In the previous item, people could be counted more than once (counted for each group in which they participated). In 2005, the item was changed to count people only once regardless of how many studies in which they participated.
2. 33 associations in Texas did not ask this item or the information necessary to obtain the total.
3. Data not reported by Kentucky.

Prepared by:
Customer Assets
Technology Division
LifeWay Christian Resources
One LifeWay Plaza, MSN 118
Nashville, TN 37234-0118
April 12, 2006

Other key areas that saw decreased enrollment were Sunday school (8,068,780 – down 137,660), men and boys mission education (388,264 – down 34,943), and WMU enrollment (804,983 – down 162,848).

The totals for several categories were impacted by the fact that 33 associations in Texas did not ask all of the 2005 ACP questions. This impacted discipleship training, music ministry, WMU, men/boys mission education, total gifts and value of congregational property.

Rainer also pointed out that the impact of the hurricanes on the Gulf Coast in 2005 is not fully known. While the state conventions involved made efforts to minimize the impact on reporting and statistics, three of the state conventions in the affected area – Florida, Mississippi and

the Baptist General Convention of Texas – reported a loss in total membership, and two – Alabama and Louisiana – reported slight gains.

Total offering receipts were up \$550,347,520 to more than \$10.72 billion, Rainer reported. Total mission expenditures increased 2.82 percent, Rainer pointed out, bringing receipts to \$1.23 billion.

“Last year was a difficult year for Southern Baptists and the communities where they minister,” Rainer said. “While natural disasters dominated the headlines, relief and rebuilding efforts in the Gulf Coast and Southeast Asia captivated the hearts of our churches. Southern Baptists have been blessed with bountiful resources and in 2005 we saw the church respond in unprecedented ways both home and abroad.” ■

Broadman & Holman now called B&H Publishing Group

Broadman & Holman Publishers, LifeWay’s trade publishing area, changed its name to B&H Publishing Group, effective June 1.

The B&H Publishing Group is an umbrella for areas that include academic, children, educational, Spanish, trade book, church supply products, Bibles and Bible-related products.

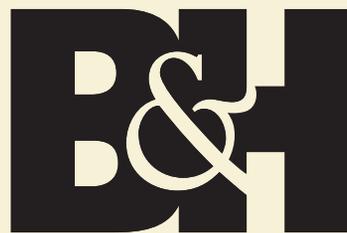
According to John Thompson, senior vice president of marketing, the name change was a result of the desire for greater flexibility in how the organization manages its various products and imprints.

“In our trade arena, we have been historically referred to as B&H by our primary customers,” Thompson said. “B&H Publishing Group will be the umbrella for imprints that include Broadman

Supplies, Holman Bibles, Holman Reference and others that follow.”

Publisher David Shepherd explained that by adding the word ‘Group,’ the division acknowledges other imprints under the publishing banner.

“Overall, the name change will better serve our customers and markets by allowing us to better differentiate our various product lines and grow our business in the various sales channels,” he said.



PUBLISHING GROUP

B&H Publishing Group produces books, Bibles, church supplies and multimedia products. The company’s Holman Bible Publishers division developed the new Holman Christian Standard Bible translation and also is the largest publisher of Spanish language Bibles in the United States. Visit www.broadmanholman.com for more information. ■

Five Rainer books added to Bible Navigator library

Bible Navigator, a popular Bible study software application offered by LifeWay, recently added five new books by LifeWay President and CEO Thom S. Rainer to its already extensive library of online resources.

thorough research and easy-to-understand language of Dr. Rainer's books helps us expand upon that goal with the addition of these materials."

Depending upon their subscription, Bible Navigator software allows users to view as many as 10 complete Bible translations, including the Holman Christian Standard Bible, on their computers. In addition, the software packages also offer multiple other resources such as maps, commentaries, audio pronunciation of Greek and Hebrew terms, and devotionals.

Rainer's books have joined the ever-growing list of add-on content, such as additional commentaries, devotionals, Christian classics, dictionaries, maps and other resources that subscribers can purchase as they customize Bible Navigator software to meet their individual Bible study and research needs.

"One of the strengths of Bible Navigator is its expansive collection of Christian literature," McClure said. "We are pleased to make Dr. Rainer's timeless principles on church growth available in digital format so they easily can be incorporated into Bible Navigator activities."

Rainer's recently added books include: *Effective Evangelistic Churches*, *High Expectations*, *The Book of Church Growth*, *The Everychurch Guide to Growth* and *The Bridger Generation*. These materials are available to Bible Navigator users for discounted purchase either individually or as a five-book bundle. ■

Titles added:

Effective Evangelistic Churches

Written from a study of 586 of the most successful churches in history. All excel in winning souls for Christ and have many common qualities. This book includes seven evangelism tools most important to successful churches along with misconceptions about church location, size, event evangelism and more.

High Expectations

Details the results of researching 287 churches, answering the question "Why are we losing members?" The most revealing discovery found that the higher expectations placed on a member, the greater the likelihood the member would remain involved with the church.

The Book of Church Growth

Presents an objective view of the church growth movement. It surveys the history and theology associated with the movement, and looks at crucial principles separating churches that grow from those that don't.

The Everychurch Guide to Growth

Three successful pastors share their proven steps for cultivating a growing congregation, no matter the current church size.

The Bridger Generation

One of the first comprehensive studies of people born from 1977-1994. It presents information explaining the importance of understanding this group of 72 million individuals who are just now coming of age.

The books, five of more than a dozen written by Rainer, address the topics of church growth and evangelism and are based on comprehensive studies of churches throughout the United States. Prior to joining LifeWay, Rainer developed a reputation of excellence as an influential researcher and author on the topic of church growth while serving as founding dean of the Billy Graham School of Missions, Evangelism and Church Growth at Southern Baptist Theological Seminary in Louisville, Ky.

"We want Bible Navigator to be known as a simple study application that offers a wide range of quality, trustworthy resources and materials," said Gary McClure, marketing manager of LifeWay technology. "The

For more information about Bible Navigator, go to www.lifeway.com/biblenavigator

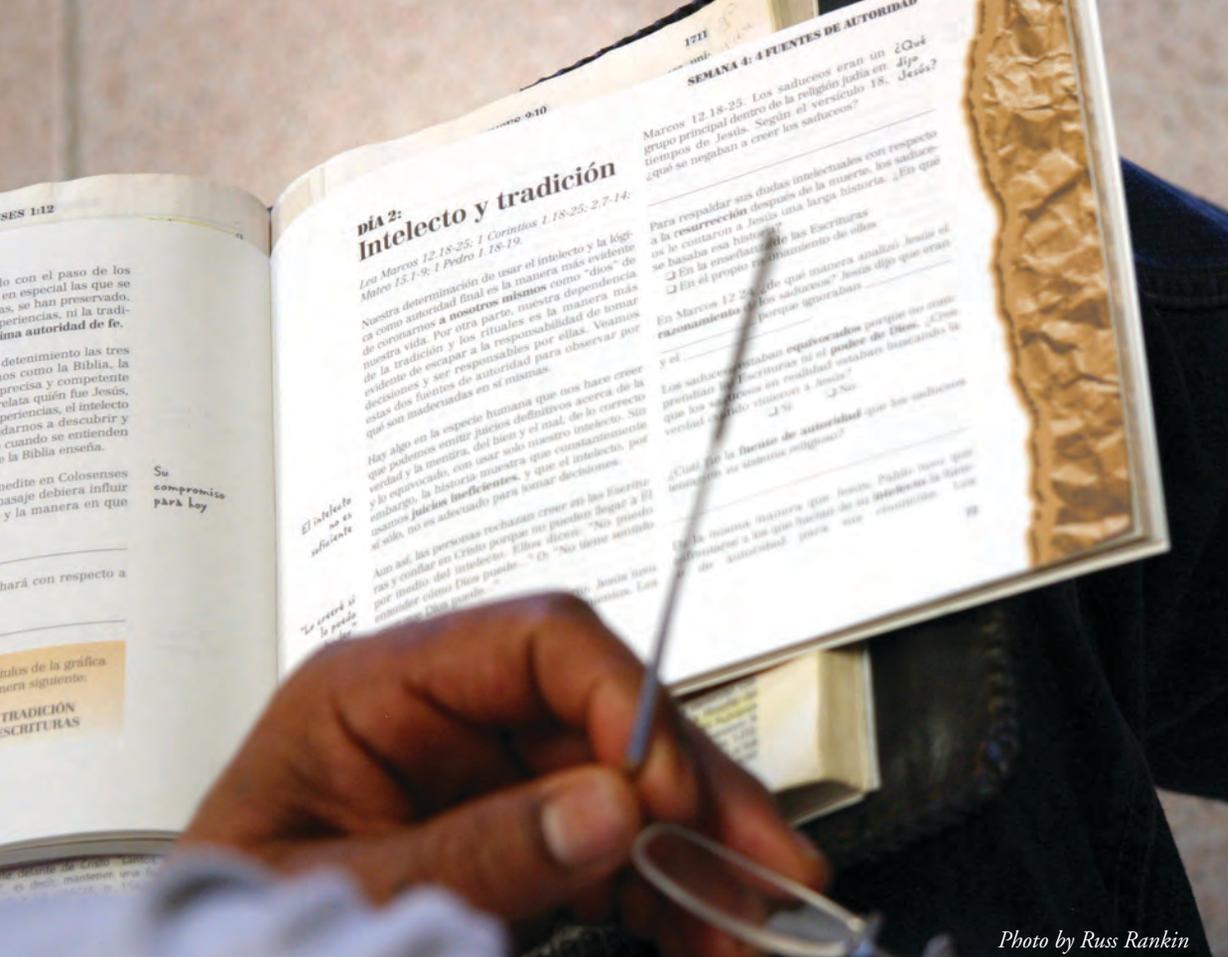


Photo by Russ Rankin

Survival Kit, MasterLife make impact on Hispanic church in Brooklyn

by Chris Turner

The long florescent tubes splash greenish hues across the face of Felipe Arias as he lifts his large black Bible from the pulpit to above his head. Arias is not a large man but his booming voice commands attention as it fills the narrow cinderblock church that was once an auto repair garage.

“It is hard but we have to be willing to learn the Word of God and apply it to every area of our lives,” he tells the 70 or so worshipers in the morning’s first service. “We spend a lot of time talking about fashion or celebrities or baseball and other things but we must talk about biblical things. We learn about these other things but we must learn the Bible. Our conversations need to be more about Christ than these other things that don’t matter.”

Arias, a native of the Dominican Republic, has been pastor of Iglesia Evangelica Misionera de Brooklyn (Brooklyn [New York] Missionary Evangelical Church) for 23 of the church’s 28 years. The church has grown over the past few years but growth is beginning to come more quickly and with greater spiritual depth.

“We are gaining new members through new converts and people moving to this country,” he said, then added with a smile, “and through natural growth. We have lots of babies being born.

“But I am also seeing a great deal of change in the spiritual growth of our members. They are really studying the Bible and LifeWay [Christian Resources] has been a big part of that.”



Pastor Felipe Arias

Survival Kit for New Christians has been a consistently popular discipleship resource from LifeWay since its introduction in 1979. To date, it is available in 66 languages.

The entire church is currently studying *Survival Kit for New Christians*, which helps Christians apply biblical principles to every area of their lives, and *MasterLife*, designed to help Christians mature in their relationship with God.

“I study everything first for myself before introducing it into the church,” Arias said. “We’ve had a number of different products in the past, but the LifeWay resources have a lot of meat on the bones.”

Iliana Granya, director of Christian education for the church, said the majority of the church’s membership participates in the studies, including nightly small groups that meet Monday through Friday to study the Bible through the two resources.

“I can definitely see the difference it has made in all the age groups of the church,” she said. “I can see the difference it has made in my own life. It is obvious to see how the church is becoming more spiritually grounded in Scripture and

I believe it is because of the material’s emphasis on the Word of God.”

Hearing of the transformation taking place at the church is music to Ralph Tone’s ears. Tone is a regional consultant in LifeWay’s international department. Until recently, LifeWay International, which publishes resources in more than 80 languages, focused on training and providing resources for churches in Latin America and around the world. But with the significant increase in the number of internationals, primarily Hispanics, living in the United States, and the growth of ethnic churches affiliating with the Southern Baptist Convention, LifeWay International saw an opportunity to meet a growing need for resources.

Tone first met Arias in October 2005 at a training conference in the Bronx (New York) hosted by LifeWay International. Arias serves as the northeast’s general director of Hispanic work for the Missionary Evangelical Church. After sitting through the day-long training event, Arias asked Tone if he could host a similar event at his church. Tone made the trip to Brooklyn in December.

“We always tailor the workshops for exactly what the pastor of a church feels the church needs the most,” Tone said. “Our whole focus is to find a way to support the work of the local church in helping people grow deeper in their relationship with Christ.”

Tone, who served for more than 10 years as a missionary in Latin America, sees what LifeWay International does in equipping ethnic churches in America as an opportunity to touch the people of the world.

“I remember in one Hispanic church teaching through Beth Moore’s *Breaking Free* and a woman just began to cry,” he said. “She told me later that she had experienced some of the same things as in the study and that God was speaking to her through the lesson. I go into every seminar praying that the Lord will dramatically change lives. I mean, what is the point in flying out to Los Angeles if you don’t expect lives to be changed?”

Tone said demographics reveal that the largest Mexican city behind Mexico City is Los Angeles. Helping churches mature in biblical understanding is an opportunity to help them fulfill the Great Commission right here in the United States.

“So many of the Latino pastors have the calling from God but not many of them have much formal training,” he said. “We can help them become better pastors and leaders and help their churches become more committed believers. Through our ministry we have the opportunity to help develop healthy local churches.”

Arias believes LifeWay’s influence is already revealing itself in his church.



Photos by Russ Rankin

Top: A men’s class studies Survival Kit. Above: Director of Christian Education Iliana Granya, left, worships during a Sunday morning service.

“We have a goal to increase the number of people who are involved in discipleship by 100 by the end of this year and by 500 within five years,” he said. “I believe that will happen if we spend more time in the Bible than on learning the superficial things in our culture. LifeWay’s material is helping us mature as a church to turn outward and reach people with the gospel.” ■

We recommend

- *Survival Kit for New Christians* by Ralph Neighbour
- *MasterLife* by Avery T. Willis Jr.
- *A 40 Day Experience: Reality, 7 Truths from Experiencing God – Spanish*
- *The Beloved Disciple (Spanish Edition)* by Beth Moore
- *Share Jesus Without Fear – Spanish (video)* by William Fay

These and other resources in Spanish are available through customer service at www.lifeway.com and (800) 458-2772 and from LifeWay Christian Stores at www.lifewaystores.com and (800) 233-1123.

For more information on available international resources or to schedule training seminars, contact Estriberto Britton (Spanish) at (615) 251-5684, Alan Tungett (English) at (615) 251-2582 or www.lifewayinternational.com.

The landscape of our lives has become dry and scorched.

But heaven is bursting with the blessings God wants to rain

down upon us. Not a drizzle, but a deluge. With its powerful

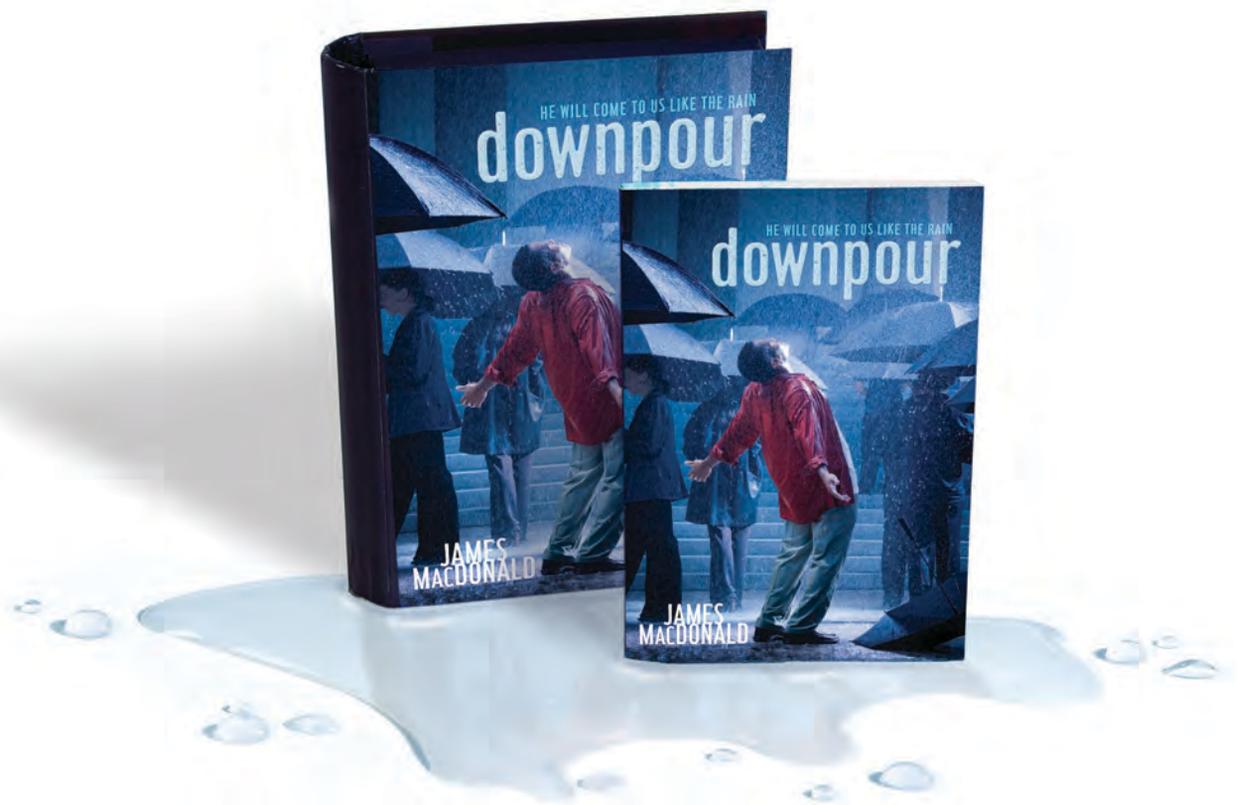
call to revival, **James MacDonald's** new study leads believers

to lift up their eyes and return to the Lord. Because when we

do, He will heal us ... revive us ... and restore us. So if your

church is thirsty for spiritual renewal, get ready to ...

Soak it in.



 **LifeWay**
Biblical Solutions for Life

ADULT

For more details or to order, visit lifeway.com/jamesmacdonald or call 1.800.458.2772.

He will come to us like the rain

OKC LifeWay Christian Store manager honored

by Jenny Rice

“Thank you for letting me work here. I’m having a great time.”

These 12 words compose a weekly e-mail sent for the past year and a half from Oklahoma City LifeWay Christian Store manager Janet Ledford to regional director David Pigg.

This habit of gratitude and enthusiasm offers insight into why Ledford was selected as LifeWay’s 2005 Store Manager of the Year. With high standards for excellence, a passion for people and penchant for laughter, Ledford truly loves her job.

“I cannot find a part of her operation that needs improvement,” Pigg said. “When I walk into her store, her staff is engaged with customers; they are fully trained and know their product; and the store is always in great shape.”

Annually, LifeWay Christian Stores selects the store manager of the year based on financial criteria, customer feedback, professional accomplishments and contributions to LifeWay as an organization. LifeWay Christian Stores has 127 retail outlets across the nation.

“Janet is always at the top of everything we do,” Pigg explained. “Every contest we have, she is either the top seller or she is somewhere near the top of the list. When all of the regional directors see her name over and over again at the top of the list, we began to take notice that something is going on there.”



While Pigg appreciates Ledford’s business skills, he is quick to explain that her managerial style is more than just about the numbers.

“Janet is passionate about what she does,” Pigg said. “She has built relationships with pastors and created a reputation in the market that the Oklahoma City LifeWay Christian Store is the place for church resources.”

She is focused on business, but puts great emphasis on ministry. Ledford is known to call upon churches not to just share about new products offered through the store, but just to solicit prayer requests for the church staff and their ministries.

“When I took *Experiencing God*, I learned to join God where He is already at work. I have tried to put this in practice in my life, doing my part, and being part of something bigger,” Ledford said.

Ledford received her award at the annual meeting for managers of LifeWay Christian Stores held April 9-13 in Nashville, Tenn. ■

Adults 55+ gather in Nashville for a good time get-away

by Polly House

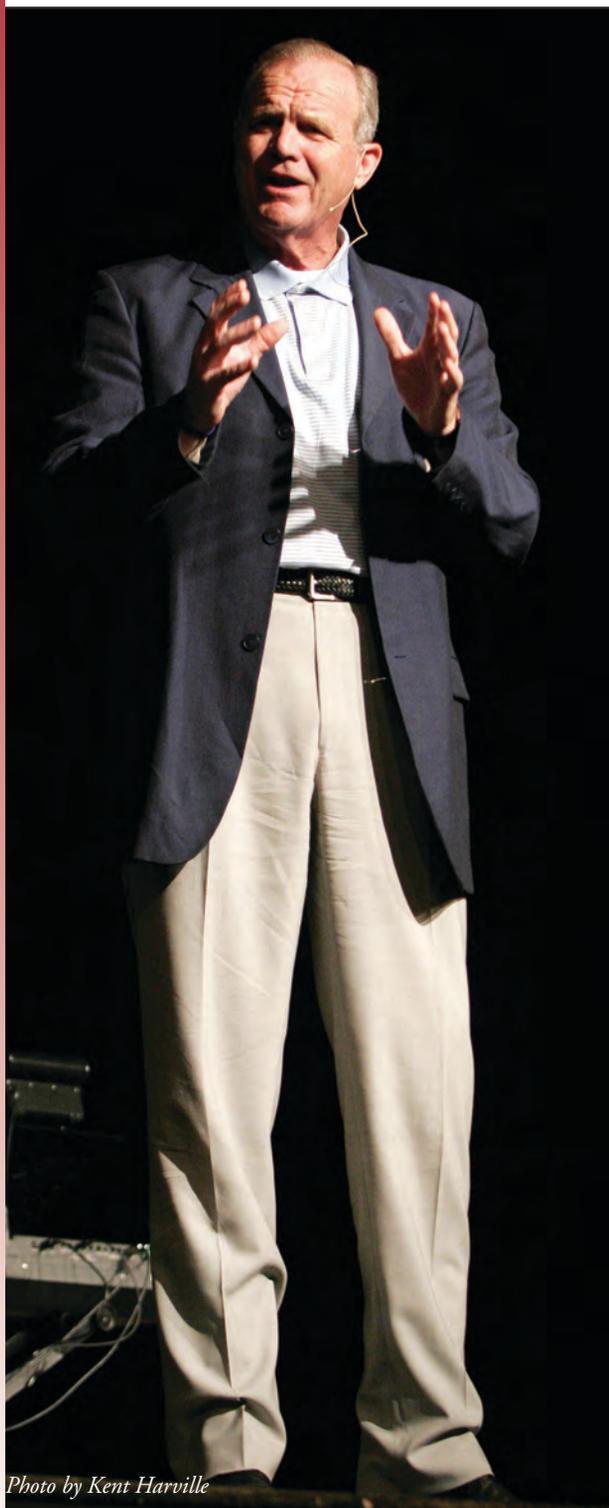


Photo by Kent Harville

Ken Hemphill reminds the Adults 55+ participants that prayer is a holy privilege.

Some came for fun, but others came for therapy. More than 1,300 senior adults from 25 states arrived in cars, vans and buses for the LifeWay-sponsored Adults 55+ convention held May 1-3 in Nashville, Tenn.

Thirteen older adults from Grace Memorial Baptist Church in Gulfport, Miss., came because they needed to “see something pretty,” according to member Jan Streetman.

Hurricane Katrina devastated Gulfport last August, including the homes of many of Grace Memorial’s members.

“We usually do a fall trip every year, but last fall so many of our members were working on their houses that we couldn’t get away,” said Anthony Turner, minister of music and senior adults for the church, whose house was severely damaged and is still under repair. “When I heard about this [the Adults 55+ convention] it sounded like just what we needed. It’s a relatively short trip for us, but it’s away from the destruction.”

Bible study on prayer

Bible study time was led by Ken Hemphill, national Empowering Kingdom Growth strategist for the Southern Baptist Convention, and based on his book, *The Prayer of Jesus*.

Hemphill told the crowd, “Prayer is a privilege made possible by the sacrifice of Jesus Christ. Our ability to enter the holy place cost God His Son. Prayer is a holy privilege.”

Remember to sing

Music was an important part of the convention. Artists who performed and led were Steve Green from Nashville, Anthony Evans from Dallas, gospel trio Paid in Full from New Albany, Miss., and Russell Newport from Springfield, Mo.

David Uth, pastor of First Baptist Church, Orlando, Fla., used the singing metaphor to remind the senior adults, “There will be times when you feel like you are in a foreign land and you are tired of singing. It will be when your body doesn’t work like it used to, and what doesn’t hurt doesn’t work; when you can’t remember the things you used to and it frustrates you; when you have children who are divorcing and losing their homes; when you see your grandchildren walking away from the faith. Even then, don’t stop singing the songs of Zion.”



Photos by Kent Harville

Sisters Johnnie Hall and Blonnie Cooley from First Baptist Church, Chipley, Fla., enthusiastically join in singing with music leader Steve Green. The sisters said they love going places and doing things together.



Look ahead

Tony Evans, pastor of Oak Cliff Bible Fellowship in Dallas, reminded the gathering to keep hope alive because their best years are still ahead of them. "Hope tells me that my tomorrows are better than my yesterdays."

He said, "There's a little piece of glass in your car called a rear view mirror. You use it when you back up and you look at it to tell where you've been. But there is a much bigger piece of glass called your windshield. If you put your car in drive, but keep looking in that rearview mirror, you're going to hurt somebody! Keep looking through that glass in front of you because where you're going is a lot more important than where you've been. For many of you, your best years are ahead of you because you have learned things that only time can teach you."

Remembering Reagan

Michael Reagan, elder son of President Ronald Reagan, shared stories about his father and their relationship through the years until the President's death in 2004. The author, talk show host and member of the Church On The Way in Van Nuys,

Calif., was the event's final speaker.

"My father and I found our ultimate bond in Jesus Christ," Reagan said. "Even when Alzheimer's had taken his speech, and he could no longer say 'I love you,' he always wanted a hug from me when I arrived to see him and then when I left him. He couldn't talk, but he would open his arms wide, wanting that embrace."

Wonderful, wonderful

Ida Mae Armistead said she was sure she was the oldest person attending the event. "I am 89, but will be 90 on Nov. 4," she said proudly.

"I've been a member at First Baptist Church in Opelika, Ala., for 70 years," she said. "I love our senior adult trips and activities. Everyone should come to something like this. It's a balm for your soul. There are wonderful speakers, wonderful music and wonderful food. It's good for anyone, but especially seniors, to have new experiences. It keeps you active and alert." ■

MORE 2006 EVENTS FOR ADULTS 55+

Fall Celebrations

- Oct. 2-6 at LifeWay Glorieta Conference Center
- Oct. 16-20 and 23-27 at LifeWay Ridgcrest Conference Center

River Celebration

- Oct. 10-12 in Shreveport, La.

Christmas Celebrations

- Nov. 28-Dec. 1 in Branson, Mo., and Dec. 5-8 at LifeWay Ridgcrest.

For more information, go to www.lifeway.com, click on the Events tab, then on Enrichment tab, then on Adults 55+.

ACP analyst reflects on trends in Southern Baptist churches

(Part 2 of a two-part series)

Since 1918, Southern Baptists have received statistical information from LifeWay on the trends of attendance, giving, baptisms and Bible study participation of Southern Baptist churches.

The Annual Church Profile report, recognized far and wide by its acronym – the ACP – has been shepherded for the last 16 years by J. Clifford Tharp Jr., senior coordinator of the Annual Church Profile in LifeWay’s finance and business services department. Tharp recently developed four statistical papers examining various facets of Southern Baptist churches from 1950-2004.

The four papers, entitled “Reflections on Southern Baptist Giving,” “Reflections on Southern Baptist Baptisms,” “Reflections on Southern Baptist Membership,” and “Reflections on Southern Baptist Sunday School Enrollment” are an examination of decades of statistics compiled in the ACP and include Tharp’s thoughts regarding the growth and decline in the various areas within Southern Baptist churches.

The previous issue of *Facts & Trends* (May/June) examined Tharp’s reflections on Sunday school enrollment and church baptisms. In this second part of a two-part series, Tharp’s reflections on giving and church membership are featured.

To read all four of Tharp’s unabridged articles, which also include helpful charts and tables, visit the LifeWay corporate newsroom at www.lifeway.com/news.

Southern Baptist giving

Southern Baptist churches provide a variety of financial information for the ACP, including total receipts, total gifts, total missions expenditures and congregational debt.

Southern Baptist giving experienced tremendous increases from 1971-2004, Tharp writes. Total receipts and total gifts each increased more than 900 percent and total mission expenditures

increased approximately 650 percent. Tharp notes that such increases were the result of several factors, most notably inflation and growth in membership.

In light of the increases in these areas, Tharp writes that further study could reveal whether “Southern Baptists are becoming more committed to giving, thus increasing the amount given to their congregations” or whether “Southern Baptists are becoming more affluent as a denomination, thus resulting in increased amounts being given to their congregations.”

With the growth in giving, however, Tharp’s studies show that when total mission expenditures (total amount of all undesignated and designated funds given by the congregation to any/all mission causes, including the Cooperative Program) is calculated as a percent of total gifts (in constant dollars), there is a decline of approximately 26 percent.

“While giving seems to be increasing in most ways that can be examined, total mission expenditures comprise a shrinking portion of total gifts,” Tharp writes. “It would appear that congregations are using more of the funds they receive for their own purposes.”

While information is not available to determine the areas for which the funds are being spent locally, be it salaries, maintenance/facilities, utilities, study materials, construction/remodeling, limited data on congregational debt seemed to indicate an increase in the percent of total gifts going to debt, Tharp writes.

Southern Baptist church membership

In collecting data for the Annual Church Profile, Tharp explains that Southern Baptists secure two types of membership information from its congregations: Total members (the total of both resident and non-resident members added together) and resident members (members who live close enough to the congregation to attend).

Tharp explains that membership of Southern Baptist churches is impacted by those who have been baptized; those who have joined the membership by means other than baptism (letter or statement); members of congregations already in existence who are affiliating with the SBC; and members of new congregations (churches and church-type missions).

Charting the membership statistical information from 1950-2004, Tharp shows a slowing in the increase of total membership. Additionally, by charting the percent change in total membership from year-to-year, Tharp concludes that “it very clearly indicates that the growth has been slowing. In fact, if the trend continues unchanged, the trendline would suggest that

“It very clearly indicates that the growth has been slowing. In fact, if the trend continues unchanged, the trendline would suggest that Southern Baptists would begin experiencing a decrease in membership soon.”

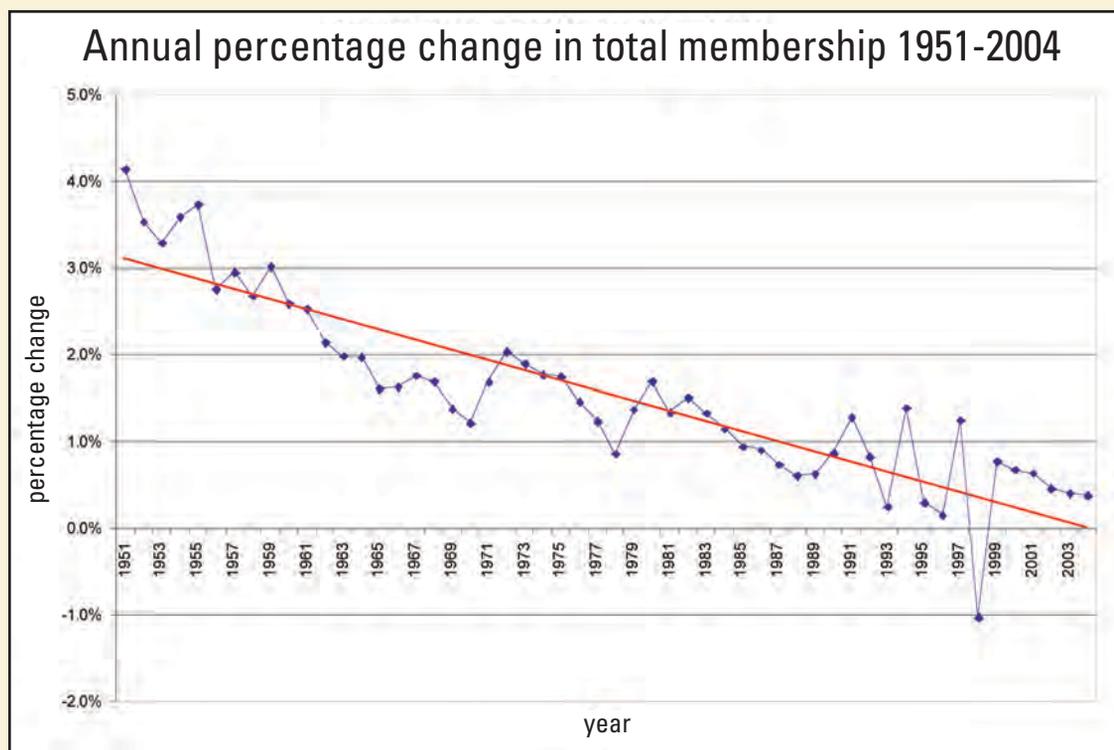
— Cliff Tharp

Southern Baptists would begin experiencing a decrease in membership soon.”

Tharp presents in graphic form the information for both total and residential memberships. One thing quite evident, Tharp points out in his research, is that the difference between total and resident membership has been increasing.

“This should be a concern as resident

membership is generally considered to be more indicative of persons who are more active and involved,” Tharp writes. “Total membership, on the other hand, is often said to be inflated as congregations fail to keep their membership rolls up-to-date. This development may also be impacted by the mobility of our society.” ■



Resources

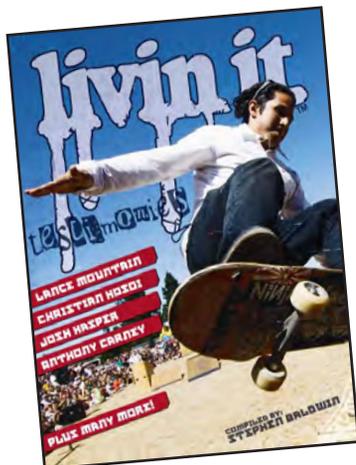
for you from LifeWay

B&H Publishing Group

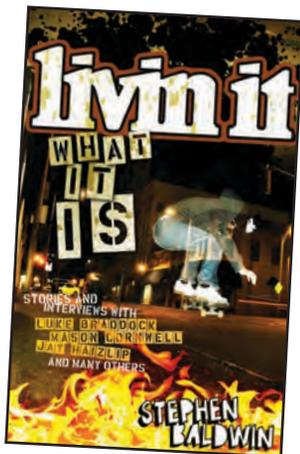
■ *Livin It Testimonies*

by Stephen Baldwin

A successful partnership between actor/producer Stephen Baldwin and world evangelist Luis Palau, the “Livin It” tour kicked off in 2004, combining innovative youth ministry and performances from some of the finest extreme sports athletes in America. *Livin It Testimonies* presents the heart of the tour in a fresh and fun magazine format. Readers will enjoy learning about these athletes’ love of sports, passion for Jesus Christ and desire to use skateboarding and BMX



riding to reach today’s urban youth with the life-saving gospel message. Releases July 1. Paperback. B&H product #0-8054-4346-2, \$14.99



■ *Livin It: What It Is*

by Stephen Baldwin
More than just an extreme sports tour, a top-selling DVD or a popular television production, “Livin It” is the act of boldly believing the Good News that Jesus Christ can change the life of anyone anywhere right here and now – forever. *Livin It: What It Is* presents the testimonies of born-again Hollywood actor Stephen Baldwin and other celebrities who appear in evangelist Luis Palau’s forthcoming “Livin It” TV specials

and Baldwin’s best-selling *Livin It* extreme sports release.

Releases July 1. Paperback w/ DVD (15-minute run time). B&H product #0-8054-4350-9, \$16.99

■ *Spirit Warriors: A Graphic Novel*

by Stephen Baldwin

In *Spirit Warriors*, the first graphic novel from actor/producer Stephen Baldwin, six radical young kids enter the spiritual war zone every day for classic battles of good against evil. Each spirit warrior has his or her own unique ability, moving between the natural and supernatural to fight for their faith and the expansion of God’s Kingdom. Just to name a few, among them are Skate (an amazing athlete unconfined by his wheelchair), Pray (an older girl known as an intercessory prayer warrior), and David (a blind boy who sees what others do not). The Spirit Warriors have given their hearts over to the Lord and will battle for His glory no matter the cost. Releases July 1.

Paperback. B&H product #0-8054-4357-8, \$9.99



■ *40 Days: Encountering Jesus between the Resurrection and Ascension*

by Alton Gansky

While many have written about the resurrection itself, few have delved into the 40 days Jesus spent on Earth following that exit from the grave. With a passionate believer’s heart and investigative flair, Alton Gansky looks closely at every recorded event that happened from the moment Christ left the tomb until He ascended into heaven.

Releases July 1. Paperback. B&H product #0-8054-3090-3, \$14.99

■ *Faithfully Yours: Worshipful Devotions from the Psalms*

by David M. Edwards

Inspired by his award-winning Psalms CD with Margaret Becker, David



M. Edwards' *Faithfully Yours* series of gift books offers worshipful writings plus soothing, meditative music on a bonus CD to complete the devotional experience. Each book in the series is titled after one of the author's song, including "Create in Me," which won the *Worship Leader* magazine award for Best Scripture Song in 2004. Releases July 1. Hardback w/ CD (20-minute run time). *Create In Me*, B&H product #0-8054-4329-0; *Enter His Gates*, B&H product #0-8054-4330-4; *As High As the Heavens*, B&H product #0-8054-4331-2, \$12.99 each

LifeWay Church Resources

■ *Downpour: He Will Come to Us Like the Rain*

by James MacDonald

This resource guides believers to move into a lifestyle of continuing revival, presents a clear description of revival from Scripture and church history and then leads believers to take the personal steps to

experience revival and victory. Topics include holiness, brokenness, repentance, grace and continuous revival. *Leader Kit* includes one copy of the *Member Book*, one hardcover copy of the trade book *Downpour* and two DVDs containing session presentations by author and pastor James MacDonald. *Member Book* contains music CD. (12 sessions) Releases Aug. 1. *Member Book*, LifeWay product #1-4158-2925-X, \$16.95; *Leader Kit*, LifeWay product #1-4158-2926-8, \$149.95



■ *Impact Your World Basic Training*

by Jerry Rankin and Phyllis Tadlock

The second study in the *Impact Your World*

series. Developed in partnership with the International Mission Board, this 7-session resource provides practical guidance for preparing teams for overseas short-term mission service and has been field tested by a number of church partners. *Leader Kit* features a six-segment DVD with footage of IMB missionaries shot on location around the world. *Kit* also offers a CD-ROM with a facilitator guide for each of the weekly sessions, content for eight different supplemental modules and a *Member Book*. The text for the study includes a "toolbox" (or appendix) of practical helps plus timelines/checklists. Releases Aug. 1. *Member Book*, LifeWay product #1-4158-3543-8, \$8.95; *DVD & CD-ROM Pack*, LifeWay product #1-4158-2606-4, \$69.95

■ ***Bible Skills, Drills, and Thrills Blue Cycle***
 A great way to build strong Bible skills in the lives of children and their families, leader guides are packed with fun, hands-on ideas for guiding all children to learn and apply Scripture to life and to use their Bibles. Teaching plans may be used with any



Bible translation. Releases July 1. For grades 1-3: *Leader Guide*, LifeWay product #1-4158-2272-7, \$49.95; *Leader Pack*, LifeWay product #1-4158-2255-7, \$24.95; *Activity Book*, LifeWay product #1-4158-2257-3, \$5.95; *Music & Games CD* (pkg. of 5), LifeWay product #1-4158-2259-X, \$24.95. For grades 4-6: *Leader Guide*, LifeWay product #1-4158-2273-5, \$49.95; *Leader Pack*, LifeWay product #1-4158-2256-5, \$24.95; *Activity Book*, LifeWay product #1-4158-2258-1, \$5.95; *Music & Games CD* (pkg. of 5), LifeWay product #1-4158-2260-3, \$24.95. For all: *Verse Cards, HCSB®* (pkg. of 10), LifeWay product #1-4158-2262-X, \$2.95; *Verse Cards, KJV* (pkg. of 10), LifeWay product #1-4158-226-1, \$2.95; *Verse Cards, NIV* (pkg. of 10), LifeWay product #1-4158-2263-8, \$2.95

Resources

for you from LifeWay

■ *His Girl*

by Vicki Courtney

This interactive Bible study tackles six big battles teen girls face: conformity, self-worth, sexual purity, modesty, relationships with guys and girl politics. Designed in magazine-style format, the *Member Book* includes articles, quizzes, opinion columns and features. In addition, this unique “bookzine” contains devotional ideas, journal starters and a Bible study section. The *Leader’s Guide* contains information to equip a woman (or a teen) to lead girls through this Bible study. The *DVD Pack* includes a video featuring Christian artists Jami Smith and Kelly Minter, along with abstinence speaker Ruth Geertz. Each video is designed to



be used as a springboard for Bible study and discussion. (8 sessions) Releases Aug. 1. *Member Book*, LifeWay product #1-4158-3121-1, \$11.95; *Leader’s Guide*, LifeWay product #1-4158-3096-7, \$8.95; *DVD Pack*, LifeWay product #1-4158-3122-X, \$62.95

■ *Your Girl: A Bible Study for Mothers of Teens*

by Vicki Courtney

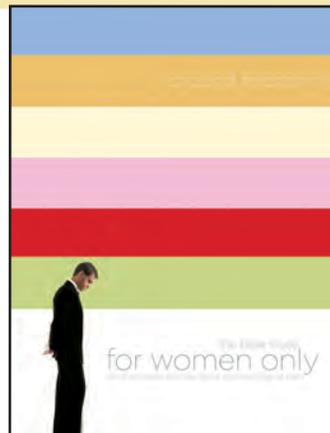
Mothers need practical tools to help them raise a godly daughter in an ungodly culture. This study will give tools to mothers of teenagers that will help their daughters navigate the teen years. *Member Book* includes built-in leader’s guide. A great mother-daughter opportunity for your church if offered alongside the *His Girl* student study. (7 sessions, plus optional bonus session)

Releases Aug. 1. *Member Book*, LifeWay product #1-4158-3098-3, \$11.95; *DVD Pack*, LifeWay product #1-4158-3097-5, \$62.95

■ *For Women Only: What You Need to Know About the Inner Lives of Men*

by Shaunti Feldhahn

Author, newspaper columnist and public policy analyst Shaunti

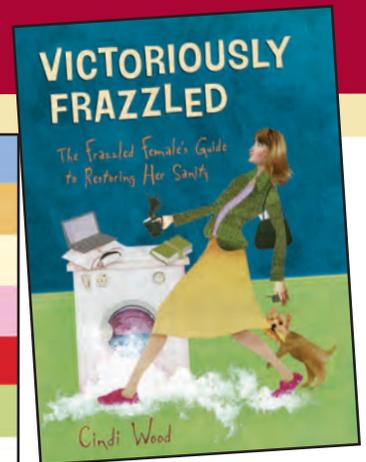


Feldhahn’s careful research for a new novel actually laid the groundwork for this study that deals with who men really are — not who women think they are. Each session reveals more research conducted, Scripture and the author’s own discoveries. Participants will have five readings between each group session. *Leader Kit* includes one *Member Book* and two DVDs featuring the author. Bonus footage is included to conduct study in a variety of settings, such as a retreat. (7 sessions) Releases July 3. *Member Book*, LifeWay product #1-4158-3217-X, \$11.95; *Leader Kit*, LifeWay product #1-4158-3496-2, \$149.95

■ *Victoriously Frazzled: The Frazzled Female’s Guide to Restoring Her Sanity*

by Cindi Wood

Follow-up study to *The Frazzled Female* that intends to take frazzled, stressed-out women to a



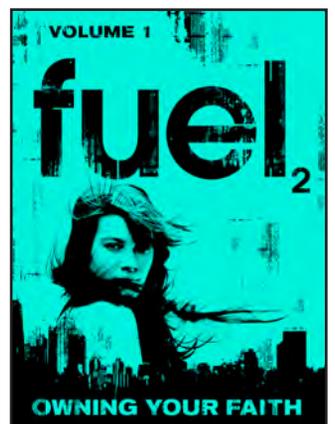
through the Spirit God has provided them.

(6 sessions)

Releases Aug. 1. LifeWay product #1-4158-3202-1, \$9.95

■ *Fuel2: Owning Your Faith, Volume 1*

Through experienced youth communicators and creative video “sparks” that challenge the thinking of students, *Fuel2* guides youth in knowing what they believe. Through a systematic, yet highly innovative study, students will be able to articulate and apply the key doctrines of the faith. *Fuel2* asks 96 key doctrinal questions from the nature of God to the doctrine of end times. Releases Aug. 1. *DVD*



and CD ROMs, LifeWay product #1-4158-3243-9, \$159.95; CD-ROMs, LifeWay product #1-4158-3236-6, \$9.95

■ **LXVI: A Study of the SixtySix Books Vols. 14 (Luke) and 4 (Joshua, Judges)**

Six-year Bible study experience through all 66 books of the Bible. A 24-volume set of CD-ROMs to be released over three years, each volume is a complete 13-week Bible study experience for students. Features the following: activity-based teaching plans with options for going deeper; discussion-based teaching plans; PowerPoint presentations for master teaching settings; reproducible handouts; weekly devotional reading and help for students. Also includes maps and timelines; *Biblical Illustrator* articles and Bible Navigator. All study and preparation can be done conveniently at the computer. Discussion boards allow leaders to discuss passages and teaching ideas with other youth leaders. Order one volume per class. Releases Aug. 1. *Volume 14 (Luke)*, LifeWay product #1-4158-3272-2, \$59.95; *Volume 4 (Joshua, Judges)*, LifeWay product #1-4158-3275-7, \$59.95

■ **Vital Character**

The goal of *Vital Character* is not just to tell students how they're supposed to think, respond or behave; *Vital Character* provides students with examples of godly character traits and challenges them to model those traits in their lives. Written on a basic level and with the busy student leader in mind, no outside preparation is required for students. When offered along with *Vital Truth* and *Vital Skills*, *Vital Character* offers a six-year plan for basic discipleship for students. Includes reproducible worksheets called "Foundations," and devotional guides called "Blueprints" to help teens continue the development of godly character in their lives. (4 sessions per study) Releases Aug. 1. *Gentleness*, LifeWay product #1-4158-3152-1, \$12.95; *Hope*, LifeWay product #1-4158-3153-X, \$12.95; *Love*, LifeWay product #1-4158-3154-8, \$12.95

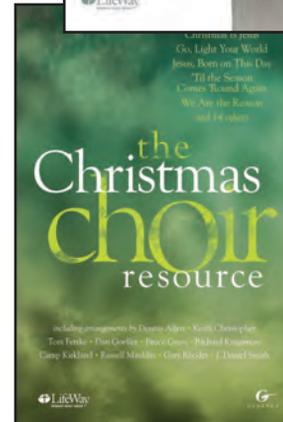
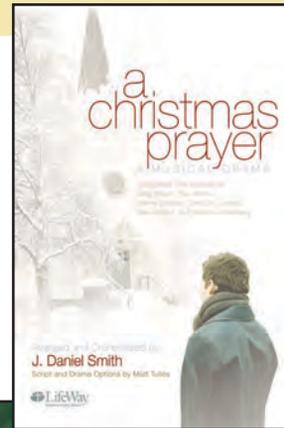
LifeWay Worship Music Group

■ **A Christmas Prayer musical drama, arranged and orchestrated by J. Daniel Smith, script and drama options by Matt Tullos, SATB/moderate/60 minutes (drama version)**

The Christmas season is a hopeful one for those who understand why Christ

came to earth. For others, it may be a painful time of year, particularly if they have broken relationships. Meet Phillip Galloway. He's got a 20-year chip on his shoulder because of a troubled past, and he's not really into family bonding. His family, however, has been praying that God will

restore hope to his heart. This contemporary approach to the Christmas story carries a realistic, evangelical message. You'll want the "Phillip" in your life to relate to the young man in this story. J. Daniel Smith has woven together a beautiful mix of musical styles, and Matt Tullos' compelling and well-crafted script features flexible presentation options for every church. SATB Choral Book, Product #1-4158-2686-2, \$8.95; Listening CD,* Product #1-4158-2687-0, \$16.98; Accompaniment CD (Split-track), Product #1-4158-2688-9, \$90; Rehearsal tracks, Product #1-4158-3223-4, \$60; Orchestration, Product



#1-4158-2685-4, \$350; Bulletins (pack of 100), Product #1-4158-3224-2, \$17.50; Posters (pack of 10), Product #1-4158-3225-0, \$17.50; CD Promo Pak, Product #1-4158-3228-5, \$12

■ **The Christmas Choir Resource, (Compilation of Christmas anthems for adult choir), By various**

arrangers, SATB/moderate
 Discover a broad range of musical styles, all in one book, that will guide your choir from the beginning of Advent through Christmas Day. A follow-up to the best-selling *The Worship Choir Resource*, each anthem is strong enough to stand alone, or several songs can be combined. SATB Choral Book, Product #1-4158-3232-3, \$9.95; Listening CD,* Product #1-4158-3229-3, \$16.98; Accompaniment CD (Split-track), Product #1-4158-3230-7, \$90; Orchestration, Product #1-4158-3306-0, \$350; CD Promo Pak, Product #1-4158-3231-5, \$12

* Listening CDs are available at a reduced rate when purchased in quantities of 10 or more.



IGNITE A LIFE OF

They're called Baby Boomers, and they are the largest, most active, best educated, and most affluent generation the world has ever known. They account for nearly one-third of the total U.S. population. But more importantly, they make up a tremendous army of believers, in mid-life, just waiting to be mobilized.

If you are a pastor or ministry leader, you know adults in your congregation and community with skills, experiences, and passions that God has grown for a purpose. For every successful, high capacity leader God has prepared for His use, there are more believers who share that essential hunger to see where God is at work so they can join Him. *Success to Significance* can help you and your congregation develop new leaders, find new ways to serve God, and *ignite lives of impact and adventure*.

"God was telling me I was supposed to give that love to someone else's child, not my own."

Every Friday morning you'll find Sandy Griffith in the Level 2, High Risk nursery unit of Houston's Ben Taub Hospital. She rocks, feeds, soothes, and, most importantly, blesses premature infants and those struggling to overcome other severe health problems.

Fifteen years ago, Sandy held her own premature son. She looked around the nursery and saw babies, some there for more than six months, with no one to hold and nurture them. This heartbreaking moment resulted in a promise to God to rock and hold babies for mothers who couldn't. Eight years later after failed attempts to have a third child, God reminded Sandy of that promise.

Immediately she began calling hospitals but many rejected her help. Finally, two years later, one threw open its doors to her and Sandy began her Friday vigil holding, feeding, and blessing the premature babies of 14-year-old mothers, crack addicts, and the working poor.

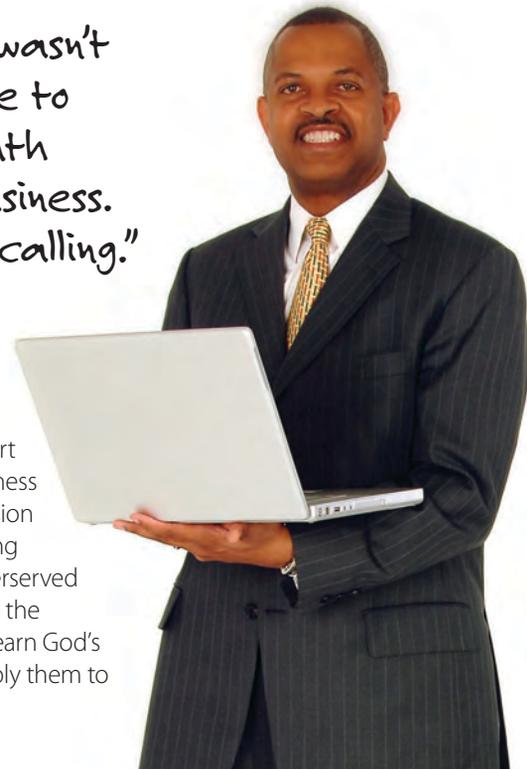


God has brought many others to be involved in her ministry to babies. Now there are donated rocking chairs, a playroom for siblings, mini apartments for working parents, and bereavement gifts for families whose babies don't make it.

"When I feed the babies, they're in various stages of alertness, depending on how preemie they are: some barely wake up; some have difficulty feeding; some are fidgety and nervous. But when I begin to pray over them, they calm right down. It's a beautiful thing."

"It really wasn't my choice to start Youth About Business. It was a calling."

Sam Kirk left a career with Southwestern Corporation to start Youth About Business with a simple mission in mind—providing people from underserved communities with the opportunities to learn God's principles and apply them to business.



IMPACT AND ADVENTURE

"We founded Youth About Business in 1992. I loved the corporate world with a passion and many would ask, why did you start this whole business and we would tell them because we are tired of losing our children. We wanted to give them a godly alternative. We wanted to show them that they could be successful with God's standards not just the world's standards."

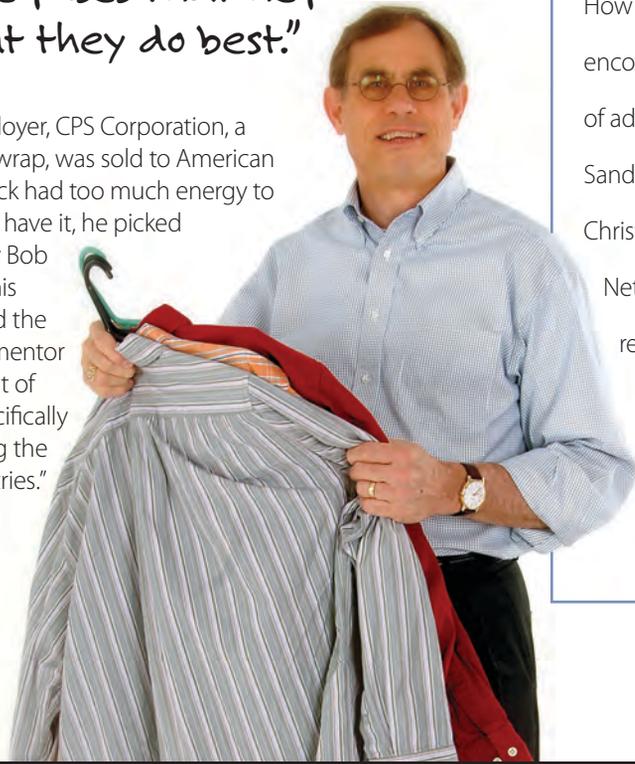
Since that time thousands of young people across the country have benefited from Sam's business acumen and heart for kids. Youth About Business provides entrepreneurial training to young people, a mentoring program that connects students with existing business owners, and the opportunity to learn the daily operations of a business.

"Obviously we want [youth] to be introduced to our Lord and Savior. We want them to understand who Christ is because that's important for them to understand. [It's] a very God-centered environment. We are known by our love for one another."

"I love developing people and creating enterprises that help them do what they do best."

In 2000 Dick Gygi's employer, CPS Corporation, a leader in Christmas gift wrap, was sold to American Greetings. Afterward, Dick had too much energy to retire and as God would have it, he picked up a copy of *Halftime* by Bob Buford and discovered his destiny. "I was convinced the Lord was calling me to mentor executives in the context of creating businesses specifically for the purpose of giving the profits to support ministries."

Initially Dick and his partners began a business manufacturing gift wrap. They gave the excess profit to various ministries and started



the Magi Company. "We were these wise guys—looking for a way to bring our gifts to the Lord!"

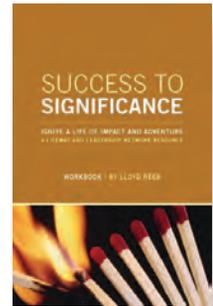
In 2003, The Magi Company helped 1,600 Muslims in a Malawi prison who were starving and literally rotting. With an investment of \$30,000 they installed irrigation pumps and taught the men and women to plant fruit trees and other crops. Now the men and women are able to support the entire surrounding village.

The latest venture, Thrift Smart, creates jobs for those who have a desire to work but may not have the skills. Thrift Smart sells donated clothing and household goods and gives the proceeds to four ministries involved in the startup.

"I'm working more now than ever. But it's more energizing than anything I've ever done."

Success to Significance Resources

How can your church encourage adults to ignite lives of adventure and impact, like Sandy, Dick, and Sam? LifeWay



Christian Resources has teamed with Leadership

Network to create *Success to Significance* a new set of resources designed to move churches and church members into new and innovative ministry roles.

To learn more about *Success to Significance* resources and how to start this ministry in your church or community, visit www.successtosignificance.com where you'll find free samples, video clips, testimonies, and other helpful information. Or call, toll-free, 1.800.458.2772.

 **LifeWay**
Biblical Solutions for Life

ADULT

Resources

just released from LifeWay

■ **Gather at the Manger** (You Can! series), (An easy-to-learn adult musical with narration), By Dennis and Nan Allen, Orchestrated by Bruce Greer, SATB/easy/25 minutes

At Christmastime, the manger in Bethlehem is THE central image of the most famous story ever told. Part of the popular You Can! series, this accessible musical offers us a chance to gather at the manger and look at it differently — each from their own perspective. With creative orchestration by Bruce Greer, each song will help you take a new look as you understand the humble beginnings of our Savior.

SATB Choral Book, Product #1-4158-3246-3, \$5.95; Listening CD,* Product #1-4158-3247-1, \$16.98; Accompaniment CD (Stereo/Split-track), Product #1-4158-3248-X, \$55; You Can! CD Kit (includes 10 choral books, 1 each listening

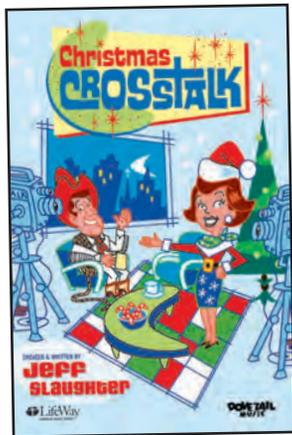
and accompaniment CD, 3 posters), Product #1-4158-3249-8, \$69.95; Bulletins (pack of 100), Product #1-4158-3250-1, \$17.50; CD Promo Pak, Product #1-4158-3251-X, \$12

■ **Christmas Crosstalk** Dovetail Music, A Christmas musical for children, Created and written by Jeff Slaughter,

Unison, optional harmony/easy/40 minutes

Tired of your run-of-the-mill talk shows? This Christmas, Beth Layhem

and her cast of quirky guests gather to discuss what Christmas really means to them on *Christmas CrossTalk!* Jeff Slaughter has created a spiritually sound children's musical that is easy to stage and fun. As the action unfolds, each character will remind you of a real person from the original Christmas story. The message is that Christmas is not just another holiday; it's a time to celebrate the truth that God sending Jesus to earth was the greatest expression of love ever



given to us! *Music Book*, Product #1-4158-3263-3, \$7.95; Listening CD,* Product #1-4158-3264-1, \$16.98; Accompaniment CD (Stereo/Split-track), Product #1-4158-3265-X, \$90; DVD, Product #1-4158-3269-2, \$150; Dovetail (includes activities, spiritual lessons, kick-off party ideas, rehearsal plans and more), Product #1-4158-3268-4, \$59.95; Bulletins (pack of 100), Product #1-4158-3266-8, \$17.50; Posters (pack of 10), Product #1-4158-3267-6, \$17.50; CD Promo Pak, Product #1-4158-3270-6, \$12

■ **Christmas Anthem Promo Pak**

Hearing is believing! With this handy Promo Pak, you can review all the new anthems to help you plan your worship programming. Pak includes a listening CD that contains a full recording of each anthem and one printed copy of each anthem title. It's never been easier to make anthem selections! *Christmas 2006 Anthem Promo Pak*, Product #1-4158-3315-X, \$12



■ **Children's Music Series 2.1**

This is a dynamic choir curriculum designed to provide musical training and teach biblical truths to children of all ages. With solid, easy-to-use lesson plans, brand-new songs, sounds and art, we provide everything you need to lead a fun, successful children's choir. God is the Master Designer of heaven and earth, and this year's theme is all about letting kids know that He custom-designed them with a special purpose and has given them

power tools for living. Design-based visual aids, activities and movements are centered around the *Here by Design* theme! Features include a two-semester (fall 2.1 and spring 2.2) format, flexible lesson plans designed for 15-week semesters, better-than-ever full-color art and photography, popular praise and worship songs, accompaniment tracks recorded live by top musicians, DVD with choreography/teaching/worship enhancements. Product #1-4158-3157-2, \$14.98

* Listening CDs are available at a reduced rate when purchased in quantities of 10 or more.

You're invited to take another look at

LifeWay**LINK**

for your ministry web site



Try our free 30-day demo and receive 5 beautiful art prints.

Although thousands of ministries currently rely on **LifeWayLINK** for their online presence, that doesn't mean we stop trying to make it better. See what's new with a leader in church web sites.

A tool for Search Engine Optimization (SEO) • Lots of new design templates from which to choose

Ability to create content in advance and schedule a start/end date • An e-card template

A new stats tool to help you understand site traffic and use • Easy ways to add podcasts, blogs and RSS

Two webcasts to help you better use your site • Double the number of pages and double the file space

...all of this and more at no extra charge!

LifeWayLINK editions start at only **\$24.95 a month.**

Please RSVP to www.lifewaylink.com

Resources

for you from LifeWay

Handy binder includes DVD, listening and accompaniment CD, lesson plans, visual aids with more color/photography/upgraded art, plus activities. Product #1-4158-2755-9, \$69.95

■ **Spin 360, Volume 36**
Developed with the worship leader and team in mind, each volume of *Spin 360* includes 10 great contemporary worship songs and the tools you need to perform them. From familiar favorites to the best new songs from around the world, each volume contains a listening CD and an enhanced CD and songbook with chord charts, full sheet music, printed lyrics, full vocal demonstrations, must-have resources, artist interviews, and more in a variety of formats. Never again miss an opportunity to utilize the best of contemporary worship songs in your church.

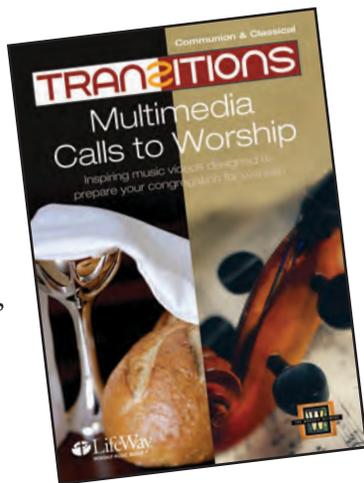
Spin 360, Volume 36, Product #1-4158-3539-X, \$34.95

■ **Transitions**

Two new titles from the *Transitions* series are available to help your

congregation experience worship before the service begins. Flexible for just about any time people gather to praise, this DVD resource features a variety of instrumental, solo voice and choral audio tracks combined with moving visual images that will help prepare hearts for worship. These versatile video images can be used with provided Scripture references or combined with PowerPoint or MediaShout to create your own texts.

Transitions (non-seasonal), Vol. 3, two discs, each including four, 15-minute videos for use in services any time of the year. Product #1-4158-3297-8, \$29.95; *Transitions* (communion and classical), one disc including four, 15-minute videos for use in services, Product #1-4158-3298-6, \$19.95

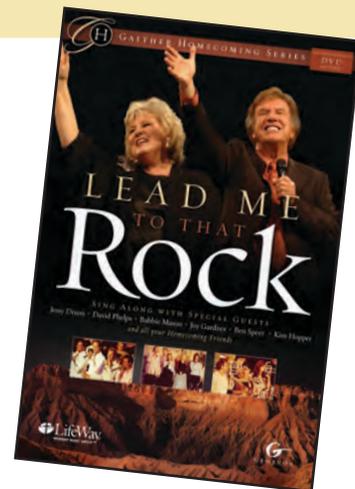


Order your free* *Transitions* promo DVD. This promotional DVD contains two, 4-minute excerpts of the material included on these *Transitions* releases. Product #0-9997-0345-5

* While supplies last
■ **Lead Me to That Rock**

For years the Gaither Homecoming videos have been lifting up praises with their powerful gospel music. Now your choir and congregation can experience this same excitement and energy with an adult choral collection and DVD like no other. Created for a wide range of people, these music resources will prepare your choir to perform 10 favorite Gaither songs that carry a powerful gospel message. An interactive accompaniment DVD with flexible presentation options features original Homecoming singers and a special message from Bill Gaither for your choir. With each song presented on the DVD twice, you can feature either Homecoming soloists or soloists from your own choir. Everyone will love singing along to this Gaither Homecoming worship experience.

Choral Book, Product #1-4158-3303-6, \$8.95; *Listening CD*,* Product



#1-4158-3304-4, \$16.98; *Accompaniment CD* (split track), Product #1-4158-3305-2, \$90; *Accompaniment DVD Pack*,* Product #1-4158-3537-3, \$199; *Bulletins* (pack of 100), Product #1-41583233-1, \$17.50; *Posters* (pack of 10), Product #1-4158-3234-X, \$17.50; *Instrumental Parts*, Product #1-4158-3541-1, \$150; *DVD Promo Pak*, Product #1-4158-3318-4, \$15

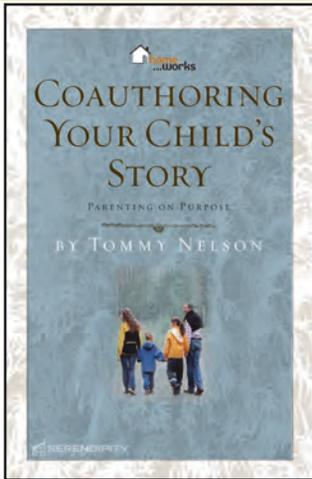
* Available exclusively from LifeWay Worship Music Group. To order, call (800) 436-3869 or visit www.lifeway.com/worshipmusic. All other products available from your favorite music supplier.

Serendipity

■ **Coauthoring Your Child's Story: Parenting on Purpose**

Home ... Works series

by **Tommy Nelson**
God calls parents to join with Him in launching children into lives that



will be wonderfully creative stories of love, adventure and service. *Coauthoring Your Child's Story* invites us to lift our sights and catch a fresh vision from God - a vision of our homes as wonderful, natural training centers and our children as individual gifts to be unwrapped and developed. God entrusts a young life to us and

desires to partner with us in shaping that life to express His image and advance His Kingdom in the world.

Releases July 14. LifeWay product #1-5749-4286-7, \$7.99

■ ***Creating Mutual Funds: Financial Teamwork in Marriage Home ... Works series*** by Tommy Nelson

Nobody would disagree that money is vitally important in our world. What we often disagree on is what to do with our money. Disagreement over finances consistently arises as one of the top issues in marriage. Money management is particularly difficult when one spouse is a spender and the other is a saver.

Creating Mutual Funds

enables couples to join together with other couples to learn from each other and from the Bible how to cooperate in marriage to manage money in a way that strengthens relationships and honors God. This study addresses key topics in money management, effective communication, conflict resolution and balancing priorities of wealth, success, work and home life.

Releases Aug. 31. LifeWay product #1-5749-4279-4, \$7.99

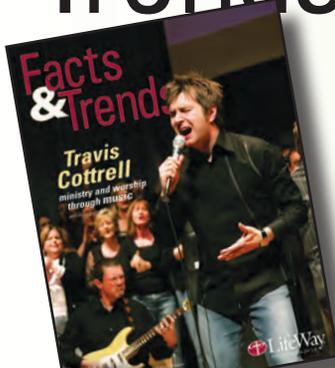
■ ***Forever Touched: Significant Women in Jesus' Life*** Women of Purpose series by Gene and Elaine Getz

Imagine what it must have been like to walk with Jesus, to share meals

with Him, to be a support and help to Him and to be touched by Him in a way that changed your life forever! The Bible gives us glimpses into the lives of six amazing women in Jesus' inner circle. They seemed always present with Jesus when life was tough. Jesus touched their hearts, but they also touched His and served irreplaceable roles in Jesus' mission and in the birthing of the early church. The new Women of Purpose series highlights these women, providing models for today's women who desire to live for Jesus.

Releases July 28. LifeWay product #1-5749-4229-8, \$7.99.

Facts & Trends



A subscription to *Facts & Trends* is absolutely free. To subscribe, notify us of a change of address, or discontinue your subscription, please fill out the form below and mail it back to us.

Name: _____

Church: _____

Mailing address: _____

City, State, Zip: _____

Phone number: _____

Check item below:

_____ Please add me to the *Facts & Trends* mailing list.

_____ Please delete me from the *Facts & Trends* list.

_____ Please send *Facts & Trends* to my new address above.

My old address is:

Clip out and mail to: *Facts & Trends*, LifeWay Christian Resources, MSN 192,
One LifeWay Plaza, Nashville, TN 37234-0192 or e-mail the same info to: facts&trends@lifeway.com.

Ministering to the minister

Ministers, by their nature, are helpers and listeners. But, oh, brother, can they get worn out!

LifeWay understands this. We offer HelpLine, a toll free number - **(888) 789-1911** - answered 24/7 by LeaderCare counselor and licensed family therapist Barney Self of LifeWay's pastoral ministry area. The HelpLine is a part of LeaderCare, a ministry to ministers and their families, and is designed to provide personal development, prevention, intervention and restoration resources. For more information go to www.lifeway.com/leadercare.



Facts & Trends is published by **LifeWay Christian Resources of the Southern Baptist Convention®**, One LifeWay Plaza, MSN 192, Nashville, TN 37234

Non profit
Organization
U.S. Postage
PAID
Nashville, TN
Permit No. 2

July/August 2006

ISBN: 9-9999-0233-4