

# Facts & Trends



## *Missions commitment*

*LifeWay people, past and present,  
share the Gospel across the globe*

NOVEMBER/DECEMBER 2008

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

 **LifeWay**  
Biblical Solutions for Life

# Facts & Trends Online

[www.lifeway.com/factsandtrends](http://www.lifeway.com/factsandtrends)

## How to get *Facts & Trends* absolutely free:

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### E-mail us:

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*Phone numbers, Web addresses and other content referenced in articles were verified at the time of printing, but are subject to change.*

## 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 Shrout, Brooklyn Noel Lowery, Chris Turner, writers; Kent Harville, visuals specialist; Russ Rankin, manager, editorial services; Rob Phillips, director, communications department.

## 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 resources. Whether you're a pastor, church staff member or lay leader, you'll find ways to enhance your ministry.

*LifeWay Christian Resources is an entity of the Southern Baptist Convention. It receives no Cooperative Program funds but is self-supporting through the sale of its resources.*

## ***Facts & Trends* adjusts page-count, frequency**

For the past six years, *Facts & Trends* has been a 52-page bimonthly publication that is free upon request. In trying to be good stewards in a tough economy, however, we are making a couple of changes. After the first of the year, *Facts & Trends* will still come to you at no charge, but will become a 32-page quarterly publication. This issue, November-December 2008, reflects the smaller page count. The January-February-March 2009 issue, the one that features LifeWay's 2009 training and event information, will be 52 pages, but will begin the quarterly schedule. With the April-May-June 2009 issue, *Facts & Trends* will make the complete transition.

One thing will remain unchanged – we will continue to offer you information you can use in your ministry. We will continue to follow our mission statement: to tell how LifeWay products, resources and people are making a positive impact on individuals and churches.

Regular updates and fresh new content will be available at *Facts & Trends Online*. Also, you can continue to find new articles, photos, multimedia, and more everyday at [LifeWay.com/News](http://LifeWay.com/News).



### On the cover:

*LifeWay retiree Don Davis and his wife, Ann, were among a group of LifeWay missionaries who ministered to the Acholi people in Uganda.*  
*Photo by Kent Harville*

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Pedro Lopez witnesses in Uganda.  
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# From my perspective

Thom S. Rainer, president and CEO, LifeWay Christian Resources

## Keep the commandment . . . and grow leadership

**I**wonder how many times Timothy stood before an eclectic mix of people and sighed in utter bewilderment. He rose to speak and saw Jewish converts sitting to one side in a group still insisting on “myths and endless genealogies” (1 Timothy 1:4) and to the other side saw Gentile converts who still embraced the “irreverent, empty speech and contradictions from the ‘knowledge’ that falsely bears the name” of Greek philosophy. His job was to grow a vibrant, Christ-centered church out of that.

*“Even though there are great challenges in a small church, there are also great rewards.”*

— Thom S. Rainer

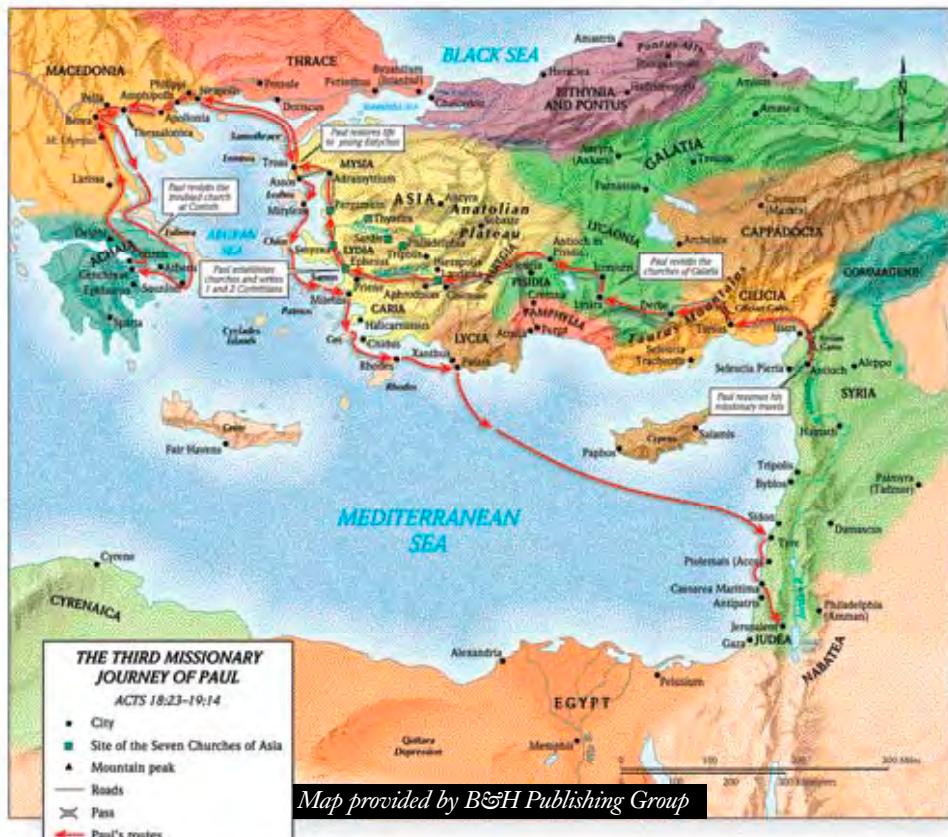
I’ll venture to guess that there were times Timothy wished he’d pursued a different vocation, but surely in God’s timing and when Timothy probably needed it most, a letter from the apostle Paul arrived.

“In the presence of God, who gives life to all,” Paul wrote, “and before Christ Jesus, who gave a good confession before Pontius Pilate, I charge you to keep the commandment

without spot or blame until the appearing of our Lord Jesus Christ ...” (1 Timothy 6:13-14; HCSB).

History reveals that Ephesus was a major commercial port with a population in the neighborhood of 600,000 people. It was a crossroads in the Roman Empire bringing many nationalities together. It was also a hub of decadence, with the grand Temple of Artemis located there.

Paul had passed through Ephesus before, but on his third missionary journey he made his way into this city with the intention of proclaiming the Gospel. He invested much time reasoning with the Jews there and teaching in the Lecture Hall of Tyrannus. He continued there for two years, “so that all the inhabitants



of the province of Asia, both Jews and Greeks, heard the word of the Lord” (Acts 19:10). Riots ensued, he was driven out, but a church was birthed. It was against this backdrop a couple of years later that Timothy was sent to keep this band of believers on track.

Being the pastor of a small church is a unique experience, as I’m sure Timothy would attest. The challenges are often great. I’ve been pastor of two small churches. The first had fewer than 100 people and the second fewer than 200. The frustrations of leading those two groups of people included lack of resources and leading the congregations to focus on ministry beyond themselves.

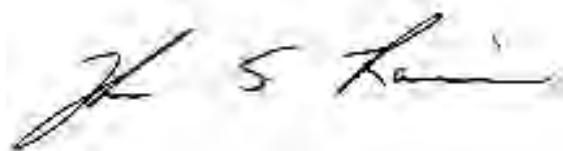
Even though there are great challenges in a small church, there are also great rewards. The greatest strength of these two bodies of believers was how they cared for and loved one another. These churches were truly families. I felt my greatest success came when I personally mentored two men at any one time. Through that process over time, the church built a good leadership core.

In the research on the following pages you’ll see that leadership development and team building are imperatives if pastors of small churches are to be used by God to strengthen the church body. Unfortunately there are still too many Lone Rangers out there who believe they can do it all themselves. That is a recipe for burnout.

Timothy didn’t burn out. History also tells us that the Ephesian church strengthened and grew and was an influential church nearly 400 years after its founding. As a result Ephesus became a hub of Christianity until silt filled the harbor, finally rendering the city irrelevant since it could no longer serve as a seaport.

I love small churches and pastors of small churches. They do face great challenges but every one of those churches has the potential to be used in a mighty way by God. So, to the pastors of those churches, I echo Paul: “In the presence of God, who gives life to all, and before Christ Jesus, who gave a good confession before Pontius Pilate, I charge you to keep the commandment without spot or blame until the appearing of our Lord Jesus Christ....”

In His service,

A handwritten signature in black ink, appearing to read "K. S. Lane".

# Poor planning hinders progress of small churches, research reveals

by Mark Kelly

**M**ost pastors of smaller-membership Southern Baptist churches see what God is calling their congregations to be and do and have laid the groundwork for accomplishing the mission, but their efforts to lead are frustrated by “turf” battles and a failure to clarify and evaluate plans.

According to a new study by LifeWay Research, those pastors could see their congregations make progress by evaluating church ministries, organizing to reach their goals and planning for the future.

“The effectiveness of local church ministry often is jeopardized by poor organization,” said Scott McConnell, associate director of LifeWay Research. “Understanding God’s calling and the context of the church is important, but leadership requires knowing where you are, knowing where you need to go and knowing how to get there. Most pastors of small churches actively pursue the first two, but many struggle with the third.”

The study, which surveyed 350 pastors of congregations that average fewer than 100 in primary worship attendance, was conducted in March 2008. Among the findings in that study was the fact that 67 percent of pastors of small churches are frustrated with how slowly progress is

being made at their churches.

The inertia, however, isn’t for lack of trying.

According to the study:

- Most pastors of small churches have assessed their church’s cultural context. Three-fourths have studied their communities. Ninety percent have examined trends in their congregation. Seventy-one percent say they try to be actively involved in their community.

**Small church:**  
Defined as one that averages fewer than 100 in primary worship attendance

- Most pastors of small churches see what God is calling their church to be and do. Ninety-four percent say they clearly see the needs, hurts and problems God is calling their church to address. Eight out of 10 have shared with the congregation a clear, compelling picture of what God is



# Church Change

Among SBC pastors of small churches

calling their church to look like several years from now.

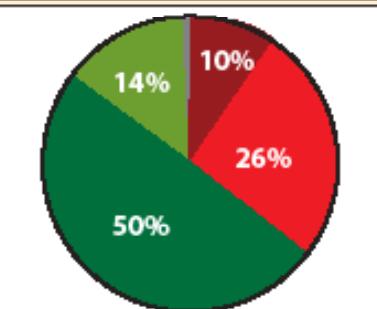
The obstacles to missional progress, however, are familiar to every pastor. While two-thirds of the pastors surveyed indicated their church makes regular changes to improve their effectiveness, 49 percent said lay leaders in the congregation often resist change to protect their area of responsibility. A full one-third of them said their church had experienced disruptive conflict in the past year.

"No doubt spiritual failures hold churches back more than leadership or administrative shortcomings," McConnell said. "Discouraging baptism and membership trends in the Southern Baptist Convention show us that change is needed in many local congregations."

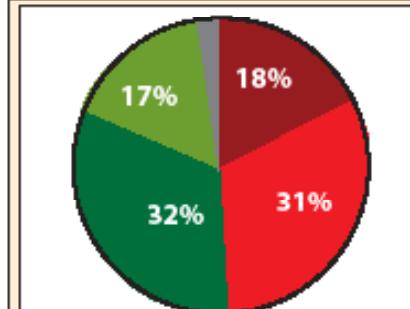
"But change requires leadership," McConnell added. "LifeWay Research wanted to find out whether basic leadership activities are occurring in smaller Southern Baptist churches. While we found that many key activities are occurring, we were able to identify significant shortcomings in planning and process improvement."

Many pastors of small churches candidly admitted they do not know how to lead their churches where they need to go, McConnell noted.

Only 29 percent of pastors of small churches strongly agreed that they have a clear plan to accomplish the things God has called their church to do. Forty-four percent agreed (somewhat or strongly) that they often don't understand why things they try don't work. Thirty percent agreed that they are confused about where they should invest their own time and effort.



Our church makes changes regularly to improve the effectiveness of the church.



Lay leaders often resist change to protect their area of responsibility.

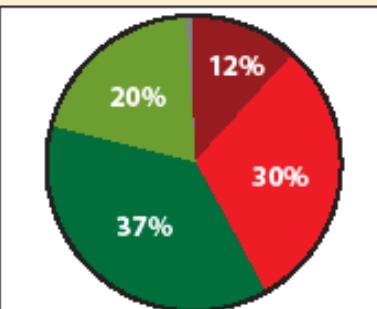
- Strongly disagree
- Somewhat disagree
- Somewhat agree
- Strongly agree
- Don't know



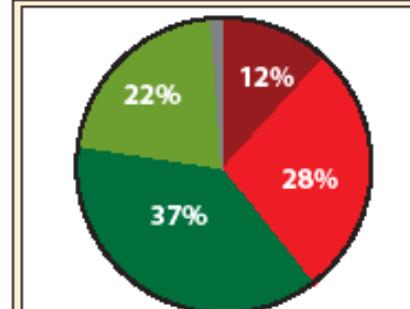
[www.lifewayresearch.com](http://www.lifewayresearch.com)

# Church Evaluation

Among SBC pastors of small churches



Our church leaders regularly evaluate the effectiveness of **how** events and programs were conducted.



Our church leaders regularly evaluate the **results** of events or programs we have conducted.

- Strongly disagree
- Somewhat disagree
- Somewhat agree
- Strongly agree
- Don't know



[www.lifewayresearch.com](http://www.lifewayresearch.com)

**We recommend**

- *Simple Church* by Thom S. Rainer and Eric Geiger
- *On Track Leadership* by John Kramp
- *The Performance Factor: Unlocking the Secrets of Teamwork* by Pat MacMillan

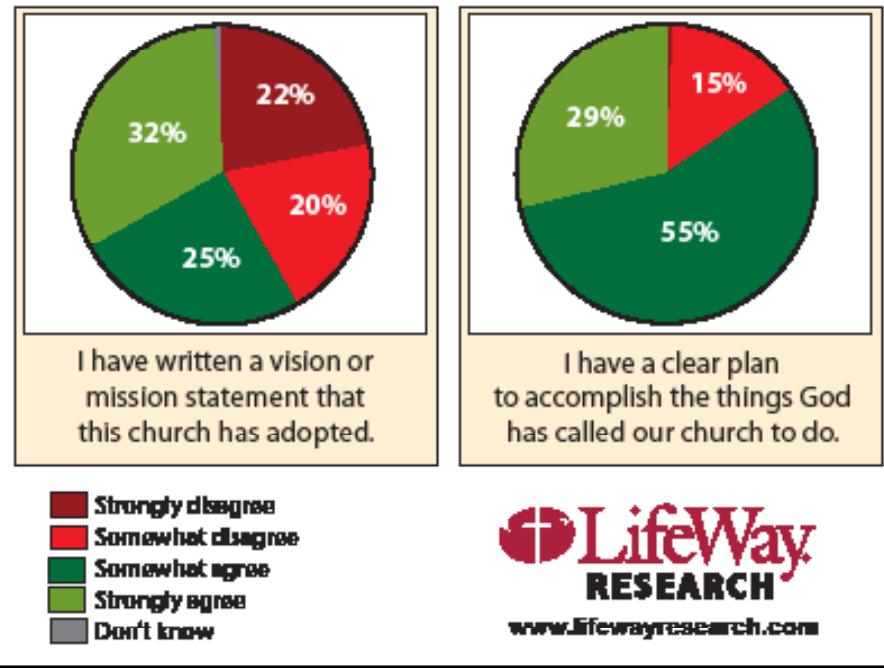
These and other resources are available through customer service at [www.lifeway.com](http://www.lifeway.com) and (800) 458-2772 and from LifeWay Christian Stores at [www.lifewaystores.com](http://www.lifewaystores.com) and (800) 233-1123.

**Web resources**

The PowerPoint report, “Leadership Issues for the Small Church,” is available at [www.lifewayresearch.com](http://www.lifewayresearch.com). The online study was conducted in March 2008 among 801 pastors, 350 of whom were pastors of smaller-membership congregations, defined as those with average primary worship attendance of fewer than 100. The sample provides 95 percent confidence that the sampling error does not exceed +5.2 percent for the small-church sample.

# Church planning

Among SBC pastors of small churches



[www.lifewayresearch.com](http://www.lifewayresearch.com)

The problem is compounded by the fact that many churches fail to plan or even evaluate their current activities, the survey revealed. Although 70 percent of the pastors said the allocation of their church budget adequately funds current objectives, 40 percent agreed their church rarely has time to step back and plan appropriately. While

more than half of pastors – 57 percent – have written a vision or mission statement adopted by their church, two-thirds rarely change who is responsible for certain work or responsibilities. Leadership in fewer than 6 in 10 churches regularly evaluates methods and results of events and programs.

“The survey clearly indicates that smaller-membership churches need to stop and evaluate what they are doing and who is doing it,” McConnell said. “Leaders need to develop effective plans for carrying out the work God has called their churches to do.”

Leading a church requires both vision and administrative ability, McConnell noted. Many pastors, however, are much stronger in one area than the other.

“The apostle Paul in 1 Corinthians 12:28 taught that God places teachers in the church and also gives the gift of managing,” McConnell added. “But he never promised both those gifts would be in the same person.”

“Pastors who candidly assess their own strengths and weaknesses can surround themselves with leaders who have the talents that they lack,” he said. “Each local church should seek out and utilize members gifted in organizing people and processes while still encouraging each other to desire the greater gifts of faith, hope, and love.” ■

# South Carolina church wins 2008 VBS photo contest

The second annual *Facts & Trends Online* VBS photo contest concluded Sept. 8 with more than 2,800 votes cast during the final week of voting.

The winning photo was selected from a pool of more than 450 photos submitted by more than 150 churches, including churches in the Philippines, Indonesia and Mexico.

This year's contest was decided by visitors to LifeWay.com/factsandtrends. Each week of August, online visitors were invited to vote for their favorite image from a pool of 10 semifinalist photos. Then during the first week of September, the winning photos from each of the previous four weeks were posted online for a final vote.

In the end, Westside Church in Simpsonville, S.C., emerged the contest winner with its bird's-eye-view photo of individuals spelling "VBS" in a parking lot. Westside Church will receive a free 2009 *VBS Sampler Kit* when the resource becomes available later this fall.

"The photo contest is just such a fun way for churches to share their VBS experience," said Polly House, editor of *Facts & Trends* magazine. "VBS is first and foremost an opportunity to share Christ, but these photos show that people can have a great time while serving a larger Kingdom purpose." ■



## Online

Go to [www.lifeway.com/factsandtrends](http://www.lifeway.com/factsandtrends) to see a selection of the photos submitted for the 2008 VBS photo contest.



*Ann Davis sings with Acholi women.*

# Gospel message met with joyful 'trill' in Uganda

*story by Chris Turner, photography by Kent Harville*

A close-up photograph of a rooster's head and comb, showing its vibrant red comb and wattle against a dark, textured background.

**J**osephine's shrill trill came without warning – like the battle cry of a warrior – splitting the afternoon serenity created by a fading orange sun and cornstalks swaying in the gentle breeze. A few minutes later it rifled through the quiet a second time, piercing the air announcing that Jesus was now Josephine's Savior and Lord.

She wasn't alone. A chorus of piercing trills rang out from her and three other aging Acholi women.

"This is how the Acholi women express great enthusiasm for the Lord," said Chris Bwami, a Ugandan missionary to the Acholi. "It would be like shouting, 'Hallelujah!' These women are very excited that someone came and shared Jesus with them and they believed. He is now their Savior."

Jesus became Savior to many Acholi men and women last summer, during a LifeWay-sponsored mission trip to Uganda. The 12-member team focused on personal evangelism, visiting hut-to-hut with Acholi Christians who served as translators. The piercing trills were sounds of celebration for people who have had little to celebrate in decades.

"War started here and greatly disrupted the region," said Odon Gdavid, a leader in the Baptist Union of Uganda. "Many people lost their lives and land. It unsettled hearts. As they resettle our desire is that each of them would have a local church."

The LifeWay team's focus was to help in that initiative through concentrating on personal evangelism. Hundreds of personal visits were made; a few stood out as exceptional.

LifeWay retiree Don Davis, his wife, Ann, and their granddaughter, Katelin Fields, approached a hut to find a man waiting outside. He pulled up a straw mat and a couple of wooden stools for them. After Don presented the Gospel the elderly man prayed to receive Christ then told the trio that three days earlier he'd had a dream and been told that three "Muzungus" (Moo-ZOON-gooz; "white people") would come with an important message for him to hear. He'd been waiting that morning for them to arrive.

David, a young adult, listened eagerly to the message while another team visited his hut. He enthusiastically prayed to receive Christ then went next door and had the three women who had been sitting at a distance come and listen. They too received Christ. David was given a Bible and told to begin reading at first chance. He immediately sat down and read nonstop through the book of John.

"The expression and the joy on the face of [one of the girls] when she accepted Christ will always stay with me," said Kara Brown, the 2008 Jimmy Draper Missions Scholarship recipient and employee at LifeWay's Toledo, Ohio, store. "I've never seen anything like it. This trip has shown me again how great God is." ■



*Kara Brown speaks with an elderly woman.*

### Acholi facts

The Acholi (uh-CHO-lee) number about 1.5 million people and live primarily in north central Uganda. They've suffered for 20-plus years at the hands of Acholi rebels seeking to purify their race and create an independent Acholi nation, and Ugandan governmental military forces who in the past persecuted the Acholi not knowing who was sympathetic to the rebel cause. The result has been a systematic grouping of a fearful people by the government into IDP (internally displaced people) camps. Some camps have more than 30,000 people living in close quarters, creating dire health consequences resulting from poor sanitation and lack of potable water.

Others, however, are getting out of the IDP camps. A few thousand Acholi have trickled back into villages that were burned out by rebel or government troops. They are rebuilding huts and replanting crops. It is hoped that churches will be part of the planting process. ■



*Ann Davis sits alongside her translator and shares the Gospel with children.*

# Living lives on mission

*story by Chris Turner, photography by Kent Harville*

**A**nn Davis lifted her aching and aging bones from the straw mat and reached with her right hand to touch the shoulder of a new sister in Christ. The woman turned and their meeting eyes initiated laughter, tears of joy and an embrace of gratitude. Then Davis repeated the process three more times as each of the aging Acholi woman received Jesus.

"It thrilled my heart to see them pray to receive Christ," Davis said. "We'd been sitting there visiting all morning going through the tract and for the first time they saw the Scripture in their own language."

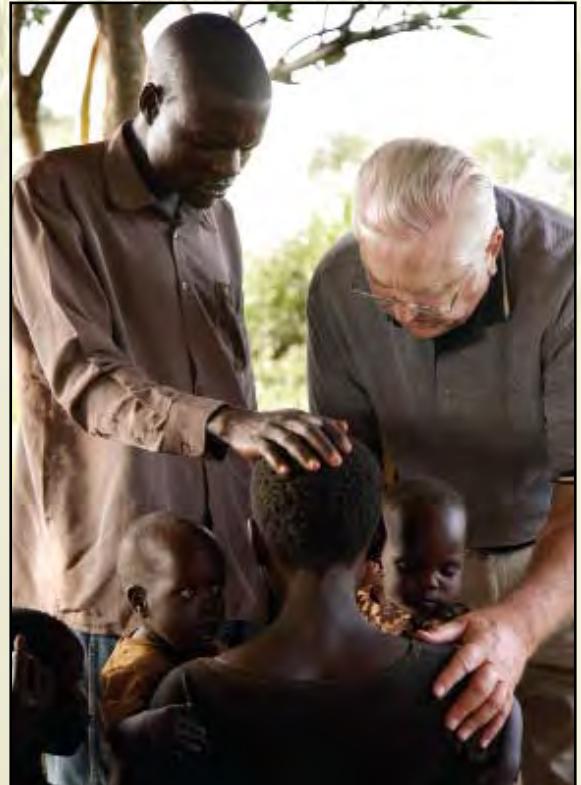
Davis, 73, and her husband Don, 75, a LifeWay retiree, were part of a LifeWay evangelism missions team that spent two weeks in northern Uganda last summer sharing the Gospel among some of the 1.5 million-plus Acholi. The trip wasn't always physically easy for either of them, but it's not in Ann's nature to let a little thing like osteoporosis get in the way of fulfilling God's calling.

"We planned everything so that we could retire at 55 to do volunteer missions," said Don.

"We actually thought at first God wanted us to go as full-time missionaries through the Foreign (now International) Mission Board but He showed us quickly that was not to be the case. Instead He was calling us to serve through short-term missions."

*Top: Don Davis and his translator pray over a young mother and her babies.*

*Right: Villagers gather in a circle to celebrate God's love and grace with music and song. LifeWay missionaries read Scripture and witness to the group.*





*A young boy from the village*

## Planning for service

Serve they have. The Davises have been on more than 70 mission trips encompassing dozens of countries. The motivation behind every trip is the same.

"I am fully convinced that every person created by God should have the opportunity to hear the Gospel and respond yes or no," Don said. "In order to do that someone has to go and tell. We are simply trying to be obedient to what the Lord has called us to do."

## Web resources

Go to [www.lifeway.com/factsandtrends](http://www.lifeway.com/factsandtrends) to see more photos, an audio slideshow and a video about LifeWay's mission trip to Uganda and the Acholi people.

Even opening his mouth and speaking the Gospel is evidence of God's grace at work in Don's life. At age 33 he suffered a stroke and lost his voice for three years, not knowing if he'd ever be able to speak again. After surgery and years of speech therapy he learned to speak again even though the left side of his speech mechanism is still paralyzed.

One Ugandan national working with the team at first thought the Davis' physical challenges would make them a burden. Using the terms "Mussa" (moo-zay) for Don, and "Mama" for Ann – both cultural expressions of honor and respect – he recanted his first impressions.

"I confess that when I first saw Mussa and the Mama I did not think they were going to make it well," said Chris Bwami of Nsogu Ministries. "But they did and they were a testimony to the people. One older man said he could not come to the gathering to hear the Gospel preached and then he saw the Mama walking from hut to hut sharing the Gospel and he got up and went. One day we all stopped for lunch but the Mussa never came back (to eat). He kept sharing the Gospel. This is a great example to us." ■



Clockwise from top: Kara Brown witnesses to a young man with Scripture.

Beverly Spurlin uses illustrations to tell villagers the Gospel.  
Chris Turner prays for healing among fellow believers in the village.

Elisa Melara gives a high-five to the young kids.  
(center) Young Acholi Christians read through their Bible after worship.

### ***LifeWay missions***

For 12 years, LifeWay volunteers have reached out nationally and internationally to share the Good News of Jesus Christ. Following are statistics, but what it is important to remember is that behind each number is a real face.

- 78 teams/trips
- 32 countries
- 1,070 volunteers
- 97,877 professions of faith

# DEATH AND LIFE

## in the Valley of Camarones

story by Rob Phillips, photography by Rob Tudor

(Editor's note: Sometimes a mission trip takes an unexpected turn. This group from LifeWay was called upon to minister in a way none of them had expected.)



The Aymara Indian's skull was crushed and his twisted legs were all that could be seen protruding from beneath the wrecked SUV that lay above us on the Andean hillside. "There has been an accident," a policeman told us. "Three people are dead. Can you help us recover the bodies?"

We were on our way to Pachica, one of 142 pueblos in the Chilean province of Camarones, to encourage new Christians and share Christ with Aymarans who have never heard the Gospel. There were 11 of us on this mission trip sponsored by LifeWay, in partnership with a Chilean ministry called

"Manantiales en el Desierto" – Streams in the Desert. We got out of our vehicles and began the somber climb to the site of the crash.

The rugged mountains, steep ravines and serpentine dirt roads carved out of volcanic rock make passage through these Andean foothills slow and treacherous, especially when, as the police explained, 14 people are crammed into one vehicle, traveling at night.

This pass is particularly devilish, climbing 600 feet in altitude through a series of switchbacks and hairpin curves. Apparently, the driver of the SUV, nearing the top of the mountain, failed to navigate one of the turns. The vehicle slid back and rolled over the edge, plummeting more than 120 feet before resting upside-down in the rocky ravine. Amazingly, 11 people survived, including a 2-year-old child.

The ones who died evidently had been thrown from the car and suffered fatal injuries, with one – an 81-year-old man – pinned beneath it. We later read his name in the newspaper and learned that his daughter also died in the crash, along with an unrelated traveler on his way to a job. We climbed the jagged rocks, helped place the bodies on stainless steel litters and carried them to the road below.

The body of the elderly man required the assistance of nearly a dozen people who tilted the SUV just enough so two of us could free his corpse. As I thrust my hands under the man's arms and another grabbed his legs, I saw his round face, closed

*Accident scene and local paper about the event.*

eyes and eerily peaceful smile and wondered whether he had been sleeping at the moment he plunged into eternity.

The policemen thanked us for our help while a photographer from the newspaper in nearby Arica snapped pictures. A few hours later we were in Pachica, and then Esquina, sharing the Gospel with school kids, adobe craftsmen from Peru, and a candle salesman – all of whom found new life in Christ.

Of course the tragic accident reminds us of the brevity of life. James writes that we are “a bit of smoke that appears for a little while, then vanishes” (James 4:14). And any preacher worth his salt will share an experience like this to remind unbelievers of the precarious state they are in apart from a personal relationship with Jesus Christ.

But seeing the Aymara Indian’s face brought home to me three other simple truths:

First, life is brief for all people, not just unbelievers. When Christians stand before the judgment seat of Christ we will give an account, not of how long we lived, but of how faithfully we served. On the long dusty ride to Pachica after helping the police, I prayed to be more mindful of my life’s ticking clock.

Second, our choices have consequences in time and eternity. The driver of the SUV, who survived, will spend the rest of his life agonizing over his failure to negotiate a hairpin turn. The families of the dead are grieving yet today. And the survivors are confronted with the mystery of why they made it, and what it means. The three who died, of course, passed into eternity without a chance to say goodbye or make their peace with God.

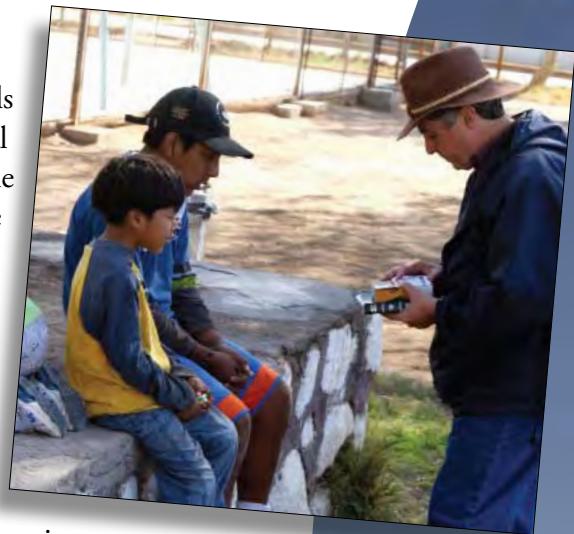
Third, God is evident in all things if only we look. Seeing the bloodied face of the Aymara Indian man, I thought how God created, loved and sustained him for 81 years. Did he know this? Coming upon the scene of the accident as we did, at the moment we did, gave us a God-ordained

opportunity to help the officials who would deal directly with the injured and the grieving. But there's more.

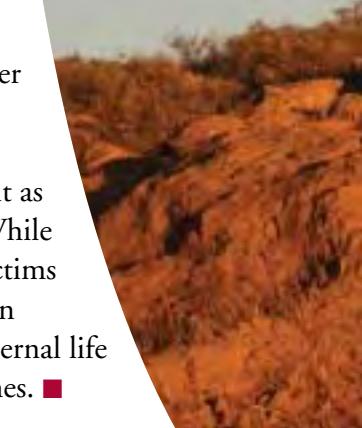
Two days later we were in Taltaca, a small pueblo on the other side of the mountain from Pachica. We met an Aymara woman named Veronica and six members of her family. She told us she had just read in the paper that her sister-in-law, along with two others, had died in a car wreck across the mountain. She showed us the newspaper, which said some English-speaking tourists stopped to assist the police. Looking at the photographs, she recognized that we were those tourists.

We asked for the chance to tell her about Jesus and she eagerly agreed. That afternoon Veronica and six members of her family passed from death into life (John 5:24). If ever the imprint of God’s finger on human destiny was clearer, I have not experienced it.

We hugged Veronica and the rest of her family and said our goodbyes. The dust from our wheels hung briefly in the air and then vanished in the fading sunlight as Veronica and her family waved to us. While the eternal destiny of the three crash victims is known only to God, I took comfort in knowing that through Christ’s death, eternal life came that day to the Valley of Camarones. ■



*Ernie McAninch shares the Gospel during the Chilean trip.*



# Beth Moore simulcast reaches more than 70,000

by Jennifer Davis Rash

**H**olding up a group photo of about 25 women, Beth Moore told those attending her Living Proof Live simulcast on Aug. 1 that she brought the photo as a crutch.

"There are 70,000 people meeting in 715 places at this exact moment in history," she said. "That, girlfriend, is a miracle."

And with the miracle comes an overwhelming sensation, Moore added. "I can't even get my bleached-blonde brain around this."

So, as she spoke live Aug. 1-2 before approximately 9,000 attendees at Southeast Christian Church, Louisville, Ky., she held onto the photo, which represented one of the groups in the audience.

"I can manage in groups of 25," she said. "I'm speaking to groups of this many that just happen to make up 70,000. I like this approach."

Sponsored by LifeWay's women's ministry training and events area, the Living Proof Live simulcast was broadcast to women gathered in every state except New Hampshire and included groups in Puerto Rico, Canada, Mexico City, a military base in Japan and a group of missionaries gathered in Guatemala.

"In all, there are 23 different denominations represented [at this simulcast]," Moore said. "I believe with all of my heart this is such a delight to God."

She noted that Oregon had the highest cross representation of people – more than 750 women from 56 churches and 22 different denominations.

"I pray you will feel the delight of the Lord. He did not bring us not to meet us here," Moore told the audience directly in front of her and the ones she couldn't see as she spoke directly to the camera, something she did carefully and methodically throughout the conference.

Women in the remote locations, such as the 75 women at Union Hill Baptist Church, Bessemer, Ala., didn't let the simulcast feel of the conference hinder them at all. They participated in praise and worship, and clapped along with those in Louisville and laughed as if Moore were standing right in front of them.

"An event of this magnitude is a God-sized event," said Paige Greene, director of LifeWay women's ministry training and events.



Women worship and pray at Moore's simulcast at Living Hope Covenant Church in Colorado Springs, Colo. Photos by Tara Patty



*Listeners focus on Moore's teaching at North Shelby Baptist Church in suburban Birmingham, Ala. Photo by Grace Thornton*

"We've had a lot of people working hard to make this event happen, but ultimately everything was in God's hands."

"The significance of this event is that women gathered in local churches rather than traveling to an arena location," Greene added. "It truly reinforced what LifeWay is all about – equipping and strengthening the local church for outreach, evangelism and service."

Greene noted that in addition to the simulcast, 2008 is a milestone year for Moore and the LifeWay women's ministry training and events area, commemorating 10 years of Living Proof Live events with the 100th event in the 50th state. ■



*Melinda Acock laughs with friends as Moore begins her teaching at Immanuel Baptist Church, Shawnee, Okla. Photo by Bill Pope*

### *Online*

Go to [www.lifeway.com/insidelifeway](http://www.lifeway.com/insidelifeway) to listen to a podcast with Beth Moore and worship leader Travis Cottrell talking about their 10 years of ministry with the LifeWay sponsored Living Proof Live events.

Go to [www.lifeway.com/women](http://www.lifeway.com/women) for a link to more information about Beth Moore and LifeWay's ministry to women.

# LifeWay encourages *Fireproof* marriages

LifeWay's commitment to marriage ministry continues with a collection of resources related to *Fireproof*.

*Fireproof* is the third feature film from Sherwood Pictures, the creators of *Facing the Giants* and *Flywheel*. Sherwood Pictures is a ministry of Sherwood Baptist Church in Albany, Ga. It released in theaters nationwide in September, and the *Fireproof* DVD is scheduled to release in early 2009.

*HomeLife* magazine's September 2008 issue offered an exclusive look at the making of the movie from writer/director Stephen Kendrick and featured a Q&A with *Fireproof* star Kirk Cameron.

LifeWay's B&H Publishing Group released *The Love Dare* devotional journal in September. *The Fireproof Bible Study: Live The Love Dare* will be offered in February 2009 in connection with the movie's release on DVD.

A movie-related Webpage, LifeWay.com/Fireproof, is also active. An 11-page, downloadable PDF excerpt from *The Love Dare* is available. There also is a sermon by Michael Catt, senior pastor of Sherwood Baptist Church and executive producer of *Fireproof*, that is adapted from his book titled *Fireproof Your Life*, along with a PowerPoint with frames from the movie. More content will be added to the Website as it develops.

The journal, which is prominently featured in the movie, is written by Stephen and Alex Kendrick. *The Love Dare* is a 40-day guided devotional experience designed to lead couples to truly love each other while

learning more about the design, nature and source of true love. Each reading includes Scripture, a statement of principle, the day's "dare," and a journaling area and check box to chart progress.

*The Fireproof Bible Study: Live The Love Dare* member book and kit will create a marriage-centered Bible study experience for individuals and couples. Eight small-group sessions will be based around one

or more movie clips from *Fireproof* and will use activities to create community, provide opportunities to talk about real life in real marriage, explore and apply God's Word, and invite participants into a risky – but redemptive – journey.

*The Fireproof Bible Study: Live The Love Dare* kit will include:

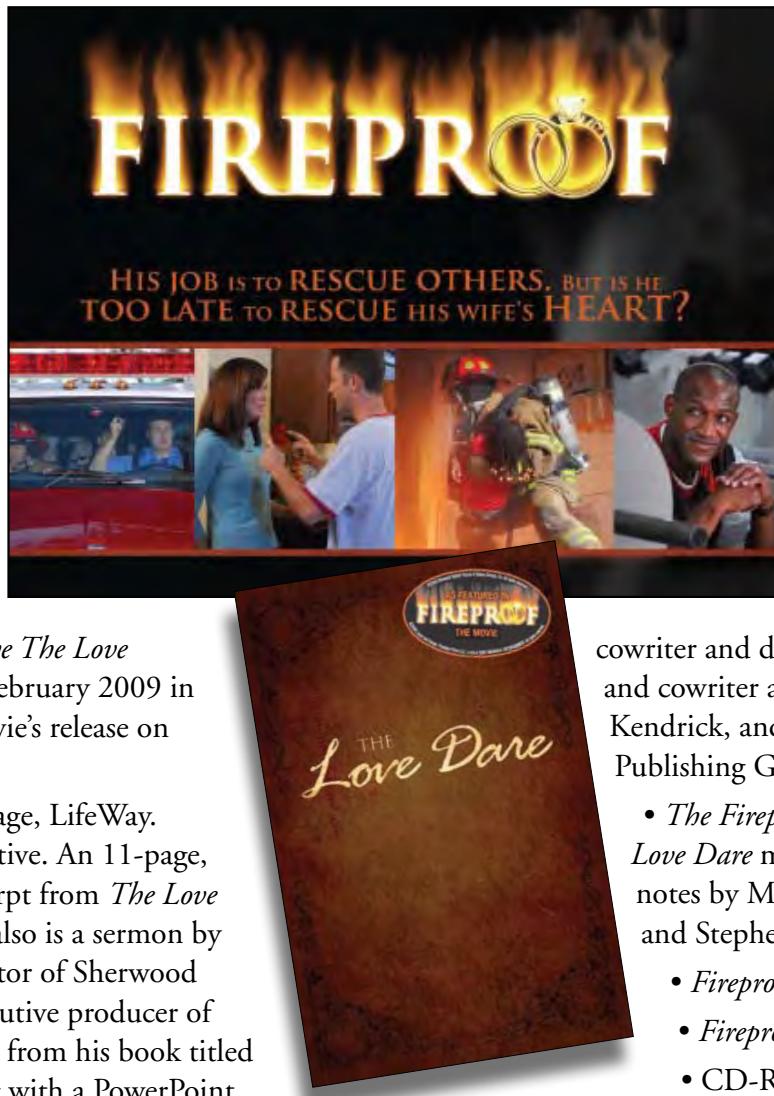
- *The Love Dare* journal by *Fireproof* cowriter and director Alex Kendrick and cowriter and producer Stephen Kendrick, and published by B&H Publishing Group

- *The Fireproof Bible Study: Live The Love Dare* member book with leader notes by Michael Catt, Alex Kendrick and Stephen Kendrick

- *Fireproof* movie on DVD
- *Fireproof* teaching clips on DVD
- CD-ROM containing sermon

outlines and helps for church planning and promotion

The movie has been spotlighted during this year's LifeWay sponsored Festival of Marriage events and The Great Marriage Experience events. ■



# New Bibles may lead to debt reduction

by Jenny Rice

**L**ifeWay and the Southern Baptist Executive Committee are hoping that a New Testament might help families reduce their debt.

The Executive Committee worked with LifeWay's Holman Bible Outreach International to develop the *It's a New Day New Testament* that includes 30 daily devotions written by Crown Financial Ministries to be used by churches with the "It's a New Day" curriculum series.

The curriculum includes a 10-week Bible study that leads individuals through the biblical principles of money management. Churches that implement a four-week emphasis on financial freedom may also use sermons provided on a DVD that teach foundational principles for handling money God's way.

Phill Burgess, executive director of HBOI, said of LifeWay's contribution, "This is more than simply a New Testament. This edition contains 30 daily devotions that were developed for every member of a church to use while going through a church-wide, four-week series about giving God complete lordship in our lives, even over our finances."

Ashley Clayton, associate vice president for stewardship with the Executive Committee, said, "We are a debt-driven culture. We define ourselves by the stuff we have. People in the pews are just as much in debt as people outside of the church. Even pastors and church leaders are not immune."

"We believe Southern Baptists want to give," said Clayton. "Our goal is to bring liberty and freedom to believers. We may never know the impact we can have on the Kingdom if believers are free to give. When individuals begin exercising good financial discipline personally, it will carry over to the church."

While financial freedom is a personal issue, Clayton believes much progress can be made when a church addresses stewardship corporately.

"Debt used to be a stigma," said Clayton. "Now we are a culture in trouble financially. Let's own up to it and face it together."

Burgess believes the *It's a New Day New Testaments* encourage community for those learning about biblical principles of money management.

"With the entire congregation going through the series together, a sense of 'oneness' within the church can be created, like we are 'all in this together,'" said Burgess. "Using the *It's a New Day New Testaments* during the series is like a tender walk through God's Word that can lead an entire congregation into a life-changing commitment that will bring peace in their lives."

In support of the "It's a New Day" initiative, LifeWay Christian Stores has "It's a New Day" resources available through its offering envelope service. ■

## More information

*It's a New Day New Testaments* are available by bulk order through LifeWay Christian Stores or through the HBOI Website at [www.holmanbibleoutreach.com](http://www.holmanbibleoutreach.com).

Go to [www.lifewaystores.com/](http://www.lifewaystores.com/) envelopeservice for more information on *It's a New Day* offering envelopes, business cards and note pads.



# Collegiate ministry legend passes wisdom to new ministers

story by Polly House, photography by Kent Harville

**B**eing the leader of a Baptist Collegiate Ministry on a college campus or in a local church is like being a pastor of a small church whose entire congregation leaves every four years.

Arliss Dickerson, BCM director at Arkansas State University in Jonesboro since 1979, is legendary for the way he has poured his life into developing student leaders who are prepared to go out in Christian service when they leave the campus.

Dickerson led a series of workshops for new collegiate ministers during National Collegiate Week Aug. 2-7 at LifeWay Ridgecrest Conference Center near Asheville, N.C.

Calling relationships the “currency of your ministry,” Dickerson told the new collegiate ministers they would need to develop seven types of relationships:

- Relationships with your key student leaders – students who will develop into the key ministry leaders. Dickerson encouraged one-on-one investment with these individuals.
- Relationships with casual attendees.
- Relationships with campus leaders – the student government leaders, cheerleaders, club leaders who may not necessarily be a part of the ministry, but are influencers on the campus.
- Relationships with campus administrators. “You need to make your presence known to people in places such as the student affairs office,” he said. “If they know you are there and are willing to help, it will be beneficial.” Dickerson suggested helping at student orientation to pass out soft drinks or even stack chairs.
- Relationships with key figures on campus, such as the coaches and professors.
- Relationships with the students to whom no one else tries to relate. “We need to attract some of the top students on our campuses, but we also need to attract the people who wouldn’t have anyone else if they didn’t have us,” Dickerson said.



Jared Bell, collegiate minister at Bath Baptist Church in Bath, S.C., listens intently as Arliss Dickerson discusses “The 10 Dumbest Mistakes College Ministers Make.”

- Relationships with people that do – or potentially could – support your ministry, such as local churches and organizations willing to volunteer time, money and resources.

### Challenging locations

Randy Boyd, state collegiate ministries director for the Baptist Convention of New England, said that most students in the Northeast enter college with no church background whatsoever.

"About 99 percent of our college students in New England are unchurched," Boyd said. "All they know [about Christianity] is what they've seen through the media, which is nearly always negative. We hear the most positive portrayal on television about Christians is *The Simpsons*. Evangelism for us is a huge challenge."

He added that he thinks campuses are the greatest hope for student evangelism in New

"We need to attract some of the top students on our campuses, but we also need to attract the people who wouldn't have anyone else if they didn't have us."

— Arliss Dickerson



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England. "We have a BCM presence on 275 campuses, but our state convention only has about 240 churches."

Becky Crandall, BCM area director in Miami, said she thought one of the greatest strengths of the campus ministries is their focus on connecting students with a local church.

"We tell them, 'Hey, guys, it's good here on campus, but you need to get plugged in with a church too,'" she said.

Dickerson agreed. He told leaders they need to model involvement in their local churches for their students. "You want the student – the finished BCM product – to be a Christian involved in his church," he said.

"Let them look at you and see that you are involved in your church as an individual," he said. "I teach a Sunday school class and am on committees at my church and they know that."

Jared Bell, the volunteer collegiate leader at Bath Baptist Church in Bath, S.C., said he was glad to see there was an event where he could learn what would be helpful to him as he begins his ministry.

"One thing Arliss said that really struck me was that our face will be the face of our collegiate ministry," Bell said. "We have to be willing to do the work and take responsibility."

Nate Young, campus minister at the University of Alabama for the past two years, sat with Dickerson during a Q&A with the new collegiate ministers. He said Collegiate Week is a good time for experienced collegiate ministers to be reminded of how much they know.



## Web resources

For information about 2009 collegiate events, go to [LifeWay.com/Collegiate](http://LifeWay.com/Collegiate).

*The Dave Hunt Band leads worship at Collegiate Week at LifeWay Ridgecrest.*

"It's good just to realize we do know a lot about how to minister to college students," he said. "It's also a great time to be around all these other leaders who deal with the same issues and hear what they do."

Dickerson told the group to be proud of their calling as collegiate ministers. "Remember," he told them with a laugh, "God called thousands of preachers, but only a few collegiate ministers." ■

*A second Collegiate Week was going on simultaneously at LifeWay Glorieta Conference Center near Santa Fe, N.M.*

*Both were sponsored by LifeWay. About 1,700 students and leaders from across the country attended both events.*

## Don't limit God to any ethnicity, culture

**A**merica is culturally diverse but America's churches aren't.

Jesus offers the solution to that problem, said Adam Thomason, director of emerging leaders with Downline Ministries and vision-caster for Red Revolution Ministries in Memphis, Tenn.

"Pursue Christ and diversity will happen with our churches," said Thomason, speaking during National Collegiate Week at LifeWay Ridgecrest Conference Center.

"In America, we are a culture of African-American Christians, Caucasian Christians, Hispanic Christians, Asian Christians, and on and on," Thomason said. "That isn't scriptural, and you know, I don't want to limit Jesus to just my culture."

Thomason said when churches or campus ministries are preparing for a mission trip in a culture different from their own, they learn all about that culture that they can so they will fit in.

"If you are going to South America to work with a people group you don't know anything about, you Google it and find out what they eat, what they wear, how they speak, how they act," he said. "You are

**"Pursue Christ and diversity will happen with our churches."**

— Adam Thomason



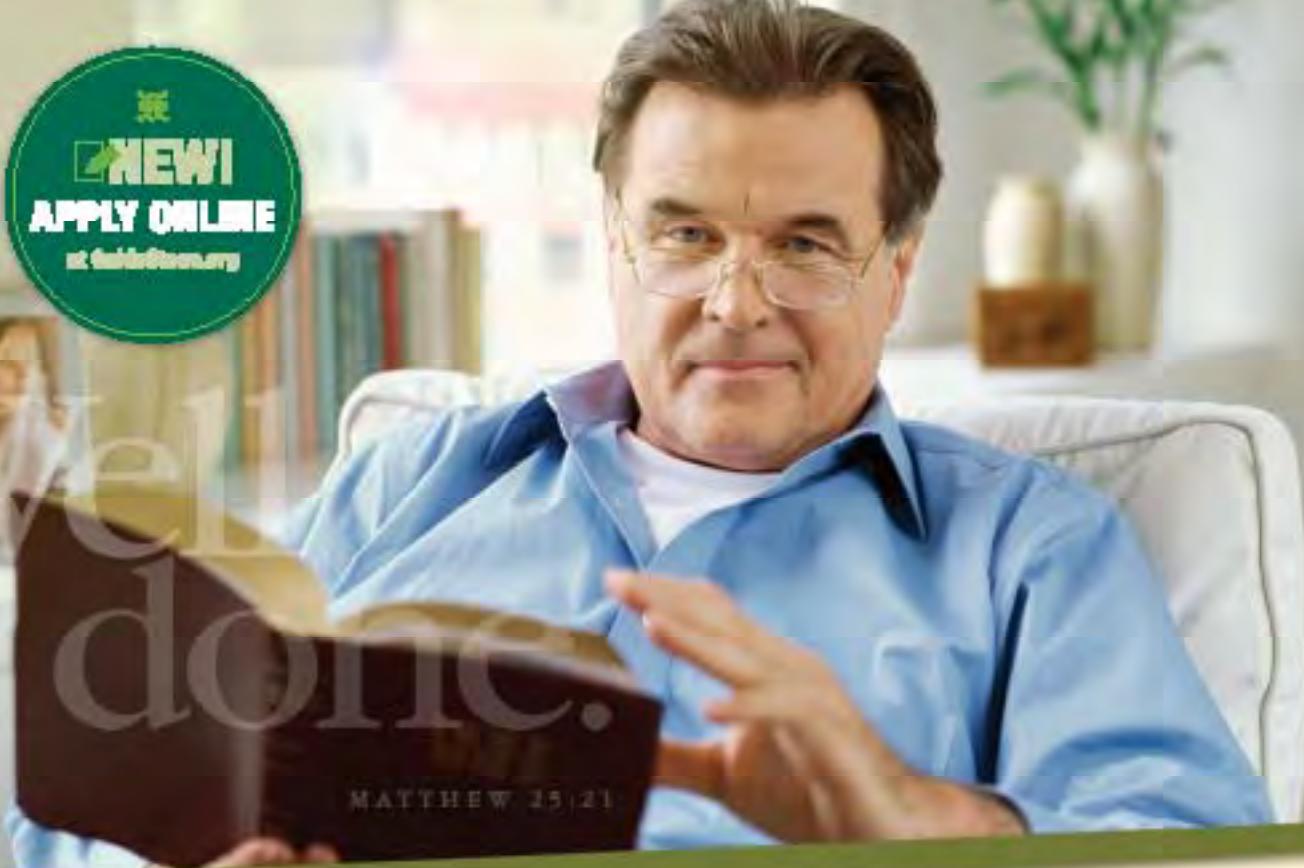
excited. You want to know everything. You don't want to offend anyone."

But in the United States we don't want to get out of our own culture, he said, adding, "In effect we are saying that our own culture is more important than Jesus."

He said the red blood of Jesus should stain our eyes in such a way that we only see Him, not black, white, yellow or brown.

In closing, Thomason challenged the group to be intentional and worship with other Christians who may do things a little differently, who may look different or speak differently.

"Christ called us not to be ethnics, but to be Christians," he said. ■



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# New online registration: *easier and more options*

by Brooklyn Noel

**I**n April 2007, LifeWay replaced its 14-year-old online training and events registration system with Aptify, a new program intended to simplify the registration process as well as give registrants more management options and control.

Aptify improved the process for individuals registering themselves for conferences and training, but it was churches registering large groups of students for LifeWay camps that saw the biggest improvements.

The new system allows churches to quickly and easily update the number of students attending camp, make payments, check availability of a particular camp week, and view payment history among other management functionality.

"The new system provides electronic invoices and quick confirmations via e-mail," said Greg Clark, a church resources project coordinator. He added that the ability to communicate electronically reduces the paperwork and postage costs for everyone.

"The leaders I spoke with loved the idea of being able to go online and manage their accounts," said Lance Howerton, director of children's training and events at LifeWay. "I'm really excited about this program."

David Reed, minister of youth and recreation at First Baptist Church, Nacogdoches, Texas, said the Aptify system would help him not only in registering, but also in planning for youth camps.

"If I know I have 70 students who are going to camp, I can immediately know which weeks are available for our group," Reed said. "In the past I have preregistered the summer before, not really knowing how many slots I would need, just making my best guess. Then, I'd have to sign up for several weeks and see which one we could get. The immediacy of this registration process will be

a real blessing to me as I make my summer camp plans."

Aptify functions in real-time, meaning that registration numbers and information are instantly processed in the system. LifeWay's old system, Meetingtrak, did not provide updates immediately and required someone at LifeWay to update the numbers throughout the day.

In the past, leaders had to register for several different camp weeks and wait to find out what week of camp was still available. With Aptify's real-time attendance numbers, leaders can instantly see what camp weeks are available for their students.

"Leaders loved that when they registered online, they knew right away that they got the week they wanted," Howerton said.

Dodd Chassereau was the technology division project manager for the Aptify implementation and received good feedback on the process.

"The main goal was to provide a friendlier interface for customers to use," Chassereau said. "But the project team also saw this as not just a business project, but a ministry project."

"It enabled people to more easily register for events that had the potential to change their lives." ■

## Web resources

The January-February-March 2009 issue of *Facts & Trends* will feature the year's training and events schedule. This new registration process will make it easier for churches and individuals to register for these educational and inspirational conferences.

# Billy Graham turning 90

## *Send your greetings; share your story*

**A**merica's pastor is turning 90. And now the millions whose lives Billy Graham has touched have an opportunity to send him their greetings or share their story with others.

LifeWay is working with the Billy Graham Evangelistic Association (BGEA) on several fronts to celebrate the Nov. 4 birthday of the man who for six decades traveled the world proclaiming the gospel message.

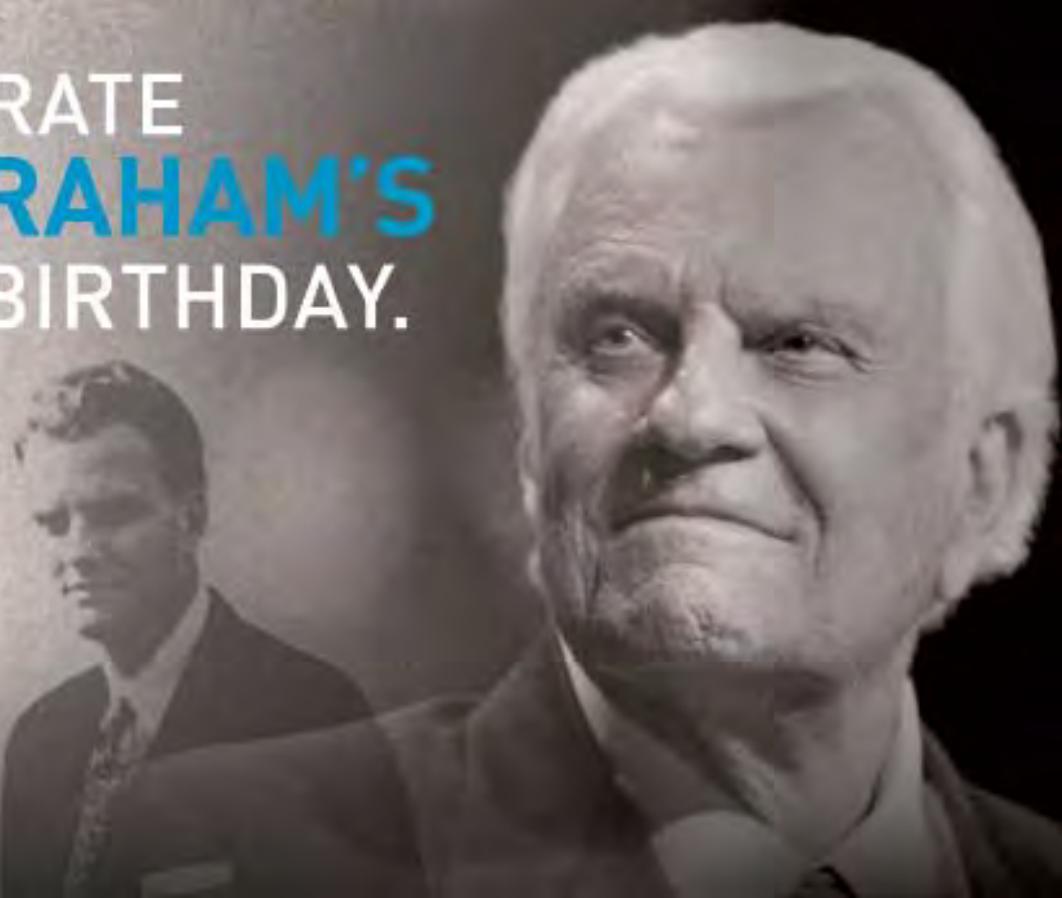
For starters, LifeWay is expanding the Website devoted to celebrating Graham's life and ministry. That site, [www.lifeway.com/billygraham](http://www.lifeway.com/billygraham), was launched in 2006 and has always enabled visitors to post their testimonies. But now, the site features additional information and provides a link to [www.billygraham.org](http://www.billygraham.org), where visitors can express their thanks for the impact Graham's ministry has had on their lives.

Visitors to the Website "may send their greetings and testimonies to Mr. Graham, sharing what his life and proclamation of the Gospel have meant to each," said Tom Phillips of BGEA. "This will so encourage him as they share."

In addition, LifeWay Christian Stores in October provided customers with information about Graham's birthday, and [www.lifewaystores.com](http://www.lifewaystores.com) linked to the Graham Website.

In 2005, LifeWay provided land for a 17-foot tall tribute statue to Graham, and in 2006 launched the commemorative Website where visitors can browse extensive resources, including a timeline of Graham's life and ministry, numerous photos, key media coverage and even a map showing the location of Graham's more than 400 crusades and tours. ■

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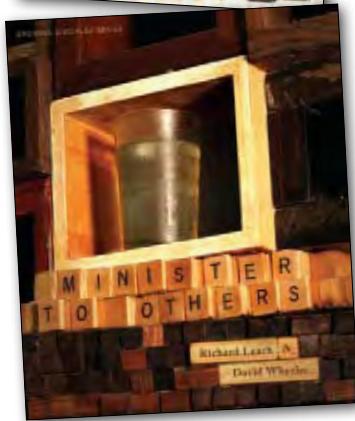
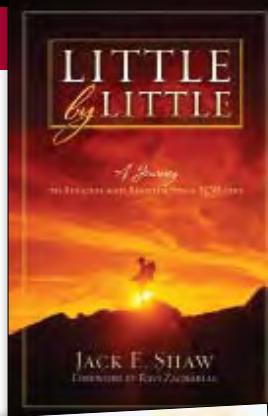
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# Resources for you from LifeWay



## B&H Publishers

### ■ *Kate Winfield on the Oregon Trail*

by Peter Marshall with Anna Fishel

The *Crimson Cross* series is inspired by a mysterious silver and ruby cross, a precious relic of the Holy Land. This volume is the dramatic story of a teenage girl's moral courage in confronting danger, disease and death while taking part in the greatest human migration in world history. Releases Nov. 1. ISBN 0-8054-4397-5. Paperback. \$9.99

### ■ *Little by Little: A Journey to Success and Significance FOR Life*

by Jack E. Shaw, foreword by Ravi Zacharias

Christian businessman Jack Shaw shares inspirational, anecdotal insights on how to transition from a hapless "journey of life" to a purposeful "journey FOR life" based on biblical principals that will help us become people God can use for His glory. Releases Nov. 1. ISBN 978-0-8054-4876-4. Hardcover. \$19.99

### ■ *Five Conversations You Must Have with Your Daughter*

by Vicki Courtney

This is a must-have book for mothers with girls ages birth to 18. Vicki Courtney helps moms pinpoint and prepare the discussions that need to be ongoing from cradle to college so their daughters will know the truth about life before they believe the culture's lies. The book also includes tips on having each conversation across the various stages of development. Releases Nov. 1. ISBN 0-8054-4666-4. Paperback. \$14.99

### ■ *Joelle's Secret*

by Gilbert Morris

This mid-1800s tale begins with 17-year-old Joelle Jones fending off unwelcome advances from her predatory stepfather just after her mother has died. When the man is declared Joelle's

legal guardian, she, in desperation, runs away. Pursued by the stepfather, Joelle poses as a young man and works as a stable hand. She joins a wagon train to gold-rich California, but when her traveling companion learns the truth, matters of faith and friendship become tense until Joelle helps him realize that God can do all things, and that some things are worth even more than gold. Releases Nov. 1. ISBN 0-8054-4728-8. Paperback. \$14.99

## Church Resources

### ■ *Red Revolution: Seeing the World Through the Lens of Christ* by Adam Thomason

*Red Revolution: Seeing the World Through the Lens of Christ* is a call to look past our cultural differences and start embracing what we have in common – to begin to see Christianity as our primary culture and be united under that banner. It's a call to live radically for the sake of Christ, extending grace to each other and making earth look like heaven. 7 sessions. Releases in November. Leader kit, LifeWay product #0-0514-6604, \$69.95; Member book, LifeWay product #0-0517-8369, \$7.95

### ■ *Growing Disciples: Minister to Others*

by Richard Leach and David Wheeler

This study is a valuable tool that helps churches increase their relevancy to the community by building relational bridges to share the gospel. Participants will learn that service-oriented evangelistic ministries are among the purest expressions of ministry based evangelism available to the church in the new millennium. 6 sessions. Releases in December. Member book, LifeWay product #0-0508-5769, \$9.95

### **■ *The Parent Adventure***

**by Rodney and Selma Wilson**

Whether you are expecting your first child or right in the middle of the teen years, *The Parent Adventure* will offer practical, biblically based advice that will make parenting easier and more rewarding. This study shows parents how to enjoy the thrills and spills of parenthood and rear children who will continue to trust in God through their own adventure. 7 sessions. Releases in December. Leader kit, LifeWay product #0-0512-6524, \$69.95; Member book, LifeWay product #0-0518-1385, \$9.95

### **■ *Seven Words of Worship: The Key to a Lifetime of Experiencing God***

**by Mike Harland and Stan Moser**

*Seven Words of Worship* explores authentic worship as a genuine expression of praise, adoration, celebration and thanksgiving to God, and what it means to the body of Christ and to individuals. It looks at how to pursue authentic worship, not only in weekly worship services, but in everyday life. 8 sessions. Releases in December. Workbook, LifeWay product #0-0517-0866, \$12.95; DVD leader kit, LifeWay product #0-0503-5526, \$129.95

### **■ *Serie Vital, Volume 2 (Vital Series, Volume 2, Spanish edition)***

This new Spanish resource includes three four-week studies each quarter that support LifeWay's Student Spiritual Development Strategy: one study from *Vital Truth* (KNOW), one from *Vital Character* (OWN), and one from *Vital Skills* (KNOWN). It includes an inspirational leader article, specific helps for teaching and reproducible worksheets and quiet-time guides for students. Releases in November. Member book, LifeWay product #0-0517-2429, \$29.95

### **■ *Esther: The Role of a Lifetime***

**by Pam Gibbs**

Teen girls are guided through the story of an amazing biblical role model. By the end of the study, participants will be taken down one woman's road of courage and action, changing the course of her nation's history. 6 sessions. Releases in November. Member book, LifeWay product #0-0516-8145, \$10.95

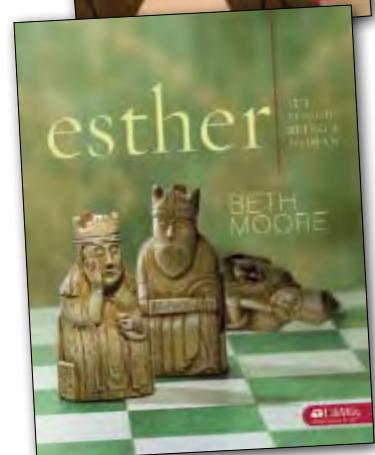
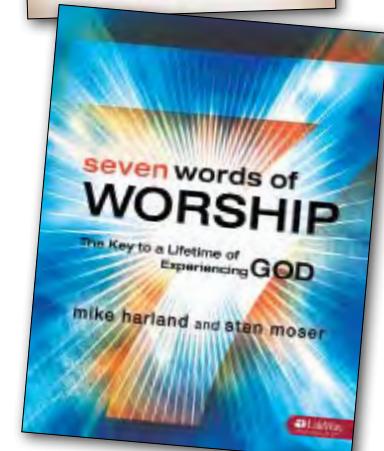
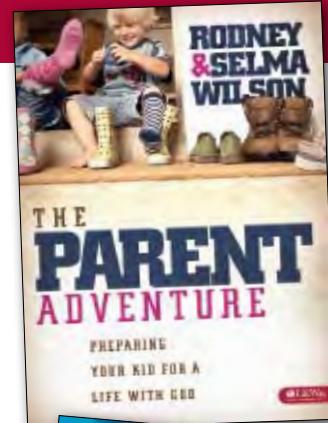
### **■ *Esther: It's Tough Being a Woman***

**by Beth Moore**

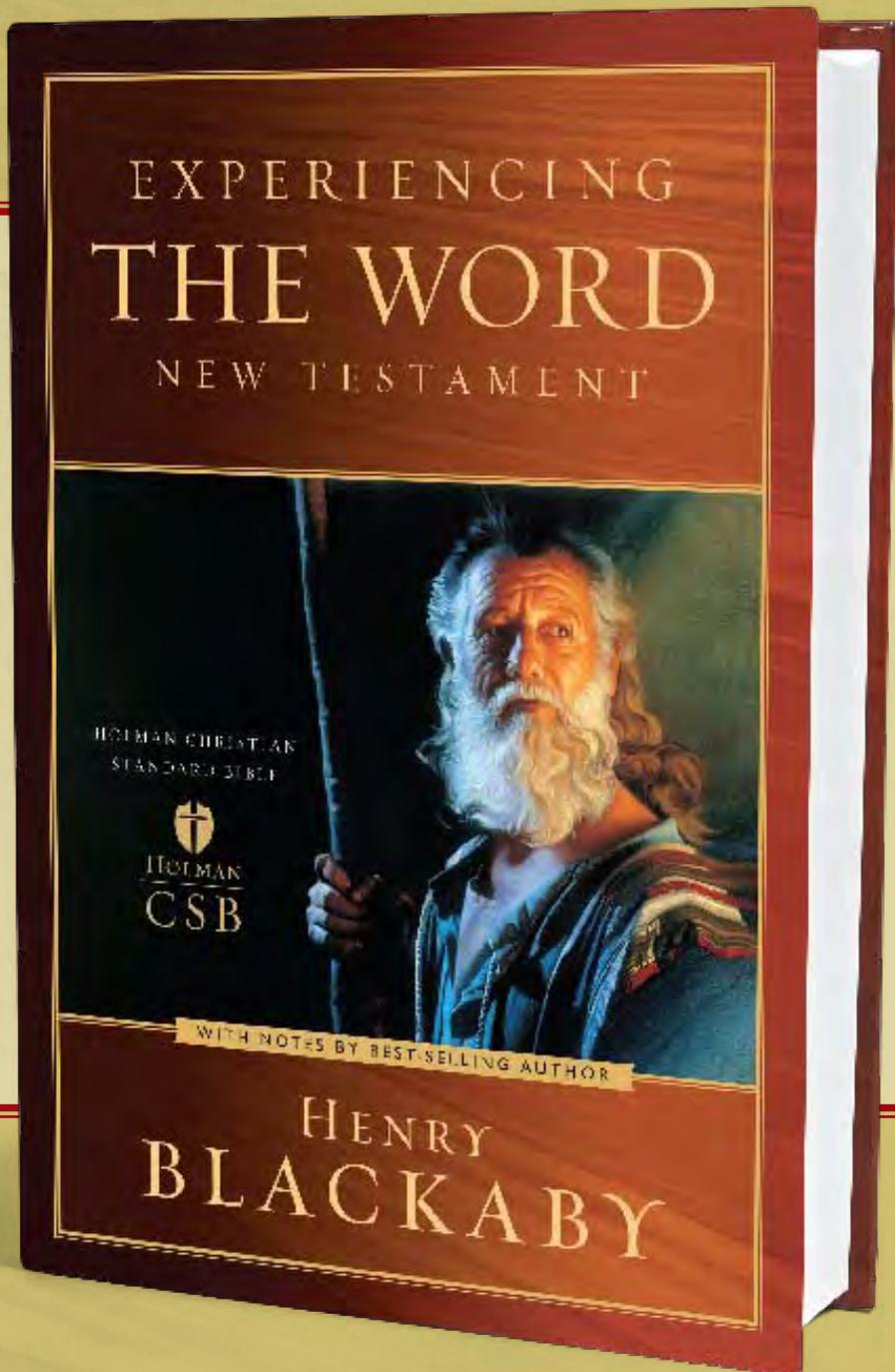
This new study from Beth Moore offers fascinating lessons of how God placed Esther in the powerful Persian kingdom of Xerxes to fulfill her destiny and save the Jews from certain destruction. Esther, while a queen, lived as an outsider in a hostile environment. She provides a faithful example for today's woman who finds it difficult to live in someone else's shadow, to face life-altering decisions, to move from self-preservation to brave determination and to see evil people prevail. Learn strong lessons of faith, providence, and hope to live courageously "for such a time as this." 10 sessions. Releases in November. Member book, LifeWay product #0-0516-2885, \$14.95; Leader guide, LifeWay product #0-0516-2731, \$6.95; DVD leader kit, LifeWay product #0-0503-5530, \$199.95; Audio CDs, LifeWay product #0-0516-2730, \$39.95.

### **■ *VBS 2009: Boomerang Express Sampler and Super Sampler***

Exploring the samplers is the first step to your no-worries VBS. Whichever one you choose, you'll be on your way to planning, promoting and hosting an incredible Boomerang Express VBS. Both include samples of essentials such as curriculum, music, leader resources, crafts packs, promotional items and much more. Releases in



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December. *Sampler*, LifeWay product #0-0511-9924, \$59.99; *Super Sampler*, LifeWay product #0-0511-9925, \$189.99.

### **■ Club VBS 2009: Truth Trek Starter Kit**

If you're ready to get your dig underway, start by ordering the *Club VBS 2009 Truth Trek Starter Kit*. It's chock-full of samples to help you plan and assess the needs of your church. Curriculum and other supplies for each class will need to be ordered separately. Releases in December. *Starter Kit*, LifeWay product #0-0511-9926, \$99.99.

## **LifeWay Worship**

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### **■ Arise, My Love: A Celebration of the Resurrection of Jesus Christ**

**created and arranged by Craig Adams, SATB/Easy/30 minutes**

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directly from the gospels of Matthew and Mark. Audiences will be moved by the heartfelt gratitude expressed by one of the men on the road to Jericho who was healed from blindness; the joyous declarations of the crowd in Jerusalem who recognized their King; Mary Magdalene's anguish, sorrow and faith at Calvary; and the certain victory of the Savior who defeated death once and for all. SATB choral book, Product #0-0511-0733, \$5.95; Listening CD, Product #0-0515-3104, \$9.98; Accompaniment CD, Product #0-0515-3105, \$55; *You Can!* kit, Product #0-0515-3106, \$69.95; Bulletins (pack of 100), Product #0-0515-3925, \$17.50; CD promo pak, Product #0-0515-3107, \$12

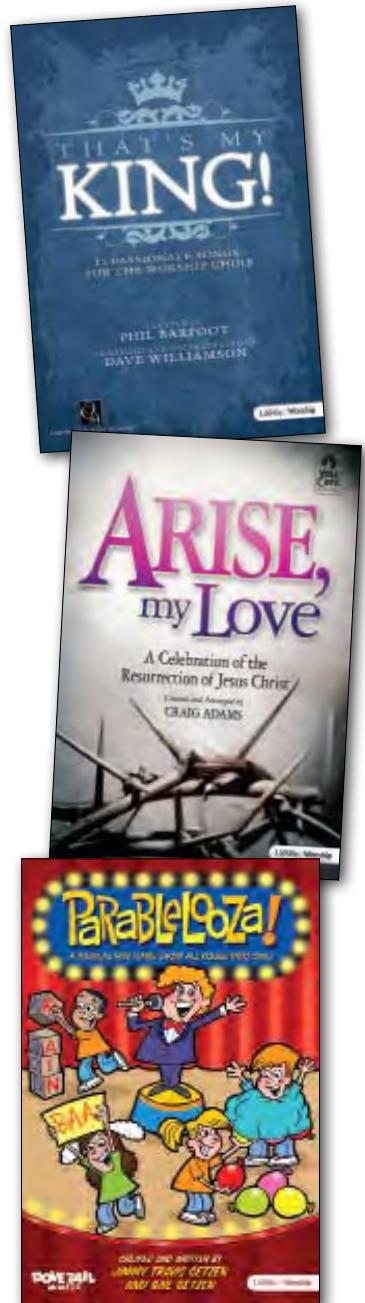
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**words and music by Steven Curtis Chapman and Mark Hall, arranged by Dennis Allen**

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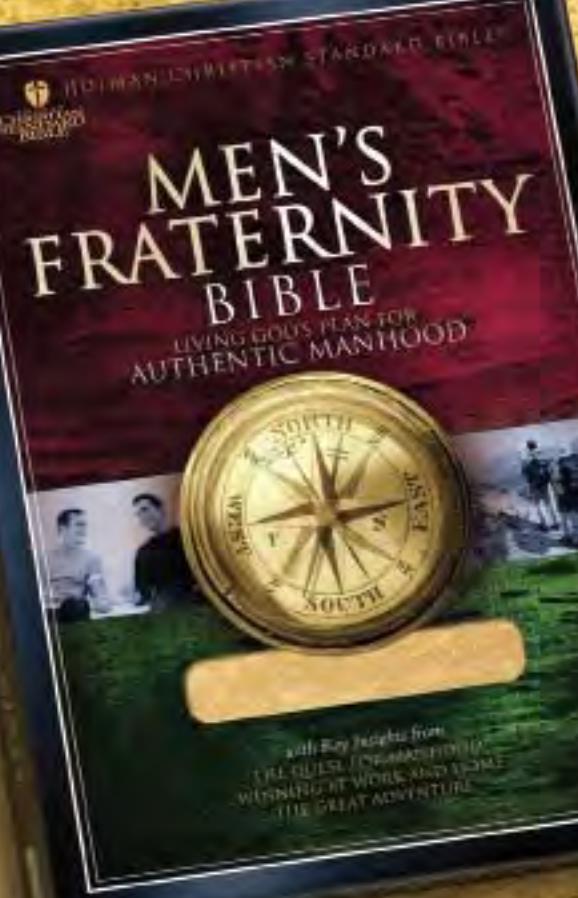
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