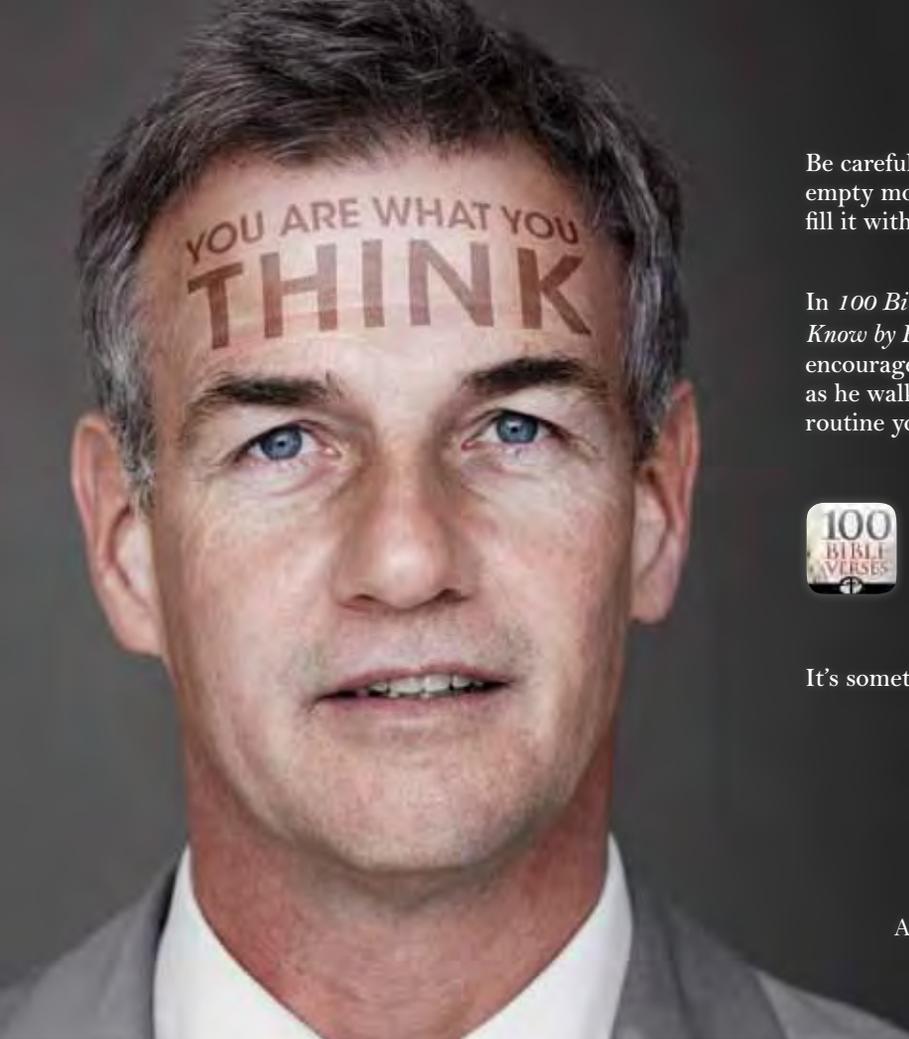
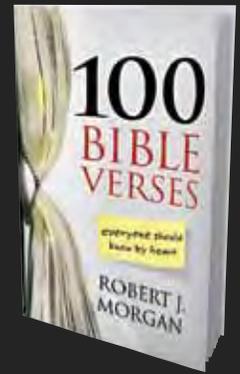


A church's story of
Transformation
and
Growth



Be careful not to fill your mind with empty mottos and mantras. Instead fill it with the truth of God's Word.

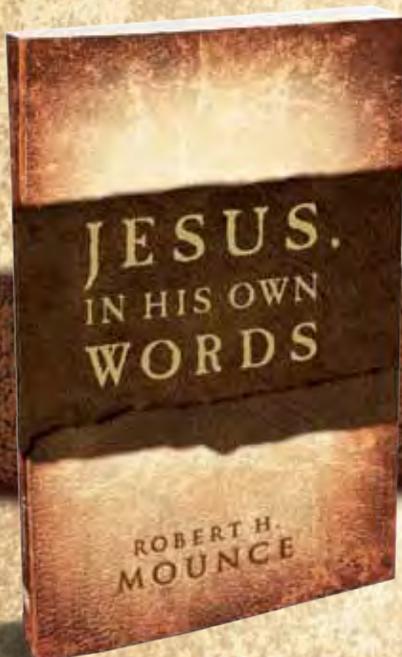
In *100 Bible Verses Everyone Should Know by Heart*, you'll be greatly encouraged by pastor Rob Morgan as he walks you through an enriching routine you may not have considered.



You can also find Scripture memory apps for iPhone and iPad, plus other Scripture memory resources at RobertMorganBooks.com.

It's something worth thinking about.

Available online and at bookstores everywhere
RobertMorganBooks.com



WHAT IF JESUS SPOKE TO YOU IN FIRST PERSON? ABOUT HIS TIME ON EARTH

Read the account of the life and ministry of Jesus that combines all four Gospels into a single narrative and allows Jesus himself to tell you the story.

Available online and at bookstores everywhere
BHPublishingGroup.com



Facts and Trends is published quarterly by LifeWay Christian Resources of the Southern Baptist Convention. Our goal is to help you carry out your ministry more effectively.

To be added to our mailing list at no charge, send your name, address and phone number to factsandtrends@lifeway.com.

Production staff:

- Polly House, editor
- Katie Shull, graphic designer
- Kelly Shrout, corporate communications specialist
- Kent Harville, visuals specialist
- Russ Rankin, editor in chief
- Ed Stetzer, contributing editor

Management staff:

Micah Carter, associate to the vice president of executive communications and relations; director, communications department

Tom Hellams, vice president of executive communications and relations

Contact us:

Mail: *Facts and Trends*
One LifeWay Plaza
Nashville, TN 37234-0192

E-mail: factsandtrends@lifeway.com

Cover photo: Pastor James Gailliard at Black Church Leadership & Family Week at Ridgecrest.

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

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.



CONTENTS

Volume 56 • Number 4 • Fall 2010

COMMENTARY

- From My Perspective: Three leaders, three functions4
- LifeWay Research: First-generation immigrant study.....6
- The Exchange: An evangelism strategy that sticks35

ARTICLES

- Louisiana churches reach out to international students.....8
- Transforming the church, one person at a time 10
- Cowboy Church in Texas hosts Saddle Ridge Ranch VBS..... 13
- Church from Taiwan wins 2010 VBS Photo Contest..... 16
- “Experiencing God” still strong after 20 years..... 17
- B&H releases HCSB Study Bible 19
- B&H engages in media revolution24
- 4G: Four groups can help transform people, churches28

RESOURCES

- For you from LifeWay 30

Stuck for a Christmas party idea?

Go to LifeWay.com/FactsandTrends. You will find articles, puzzles, games and more with Thanksgiving and Christmas themes.



VBS in Texas • 13



New Study Bible • 19



4G conference • 28

LifeWay.com/factsandtrends

FROM MY PERSPECTIVE

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

Three leaders, three functions

Healthy organizations inevitably have healthy leaders. That statement is so self-evident that it is hardly worth articulating. Where we often do not give adequate attention to leadership, however, is making certain that leaders are in positions that best fit them functionally.

My functional classification is likely an oversimplification. Still, it has helped me understand different types of leaders and how they might best serve and lead in an organization.

Visionary leaders

The visionary leader has the high level view. Some leadership experts define this type of leader as the person who can see a preferred future. I don't disagree with this understanding as a rule, but it may not always work. A visionary may not see the future with clarity, but he or she has looked at various longer-term possibilities and decided on a destination for the organization.

This category of leader is thus a person who has a vision and the courage to lead an organization toward the future. Because the visionary leader thinks in big-picture views, he tends not to do well handling details.

Strategic leaders

Visionary leaders may see different possibilities for the organization's future, but they may or may not know the most effective path to get there. Strategic leaders are able to take the vision of the organization and map out the way to get there. The visionary leader understands the present location and the destination. The strategic leader is the navigation system that takes those two points and shows the most effective path to travel.

Some of the best organizations I have seen have a strong visionary leader and a strong strategic leader working side by side. The former declares the destination and the latter provides the path.



Managerial leaders

Typically a managerial leader is not able to see or cast a vision. Neither is this leader best at providing the strategic plan to arrive at the vision. But this type of leader is still vital to the organization. The managerial leader finds and organizes the resources necessary for the organization to move toward the vision on the strategic path.

To use a rough analogy, the visionary leader provides the destination for a trip. The strategic leader provides the map or navigation system to get there. And the managerial leader gets the right type of vehicle with the best choice of fuel to make the trip possible.

Observations

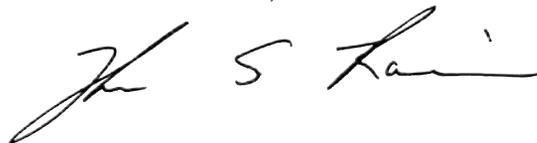
A few observations might help at this point. First, all three types of leaders are vital in any organization. You cannot make a trip without a destination, a way to get there, and the means to make the travel. This functional description of leaders is not meant to imply superiority of one type of leader over another.

Second, though all leaders are needed in an organization, there are usually very few visionary leaders, a few more strategic leaders, but even more managerial leaders. It makes sense. You certainly don't need numbers of visionary leaders with competing visions in an organization, but you do need many managerial leaders to carry out the vision.

Third, organizational dysfunction often occurs when a particular leader is in the wrong seat. A managerial leader, for example, will become frustrated and even despondent if he is expected to develop a strategic path. He is at his best when he is bringing together the resources to execute a strategy already provided him. Similarly, a visionary leader may do poorly if his or her primary role is executing someone else's vision and strategy. That person is often frustrated dealing with details and allocating resources.

Healthy organizations have many different components that comprise their healthy state. But those robust organizations inevitably have all three types of functional leaders present. And they have them in a place that best fits each of their leadership styles.

In His service,

A handwritten signature in black ink, appearing to read "J. S. Lami". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

People and churches can reach first-generation immigrants

written by Rob Phillips, photography by Doug Eaton

Think globally; act locally. That oft-quoted phrase has been used to urge people into community activity for the good of the planet. But according to results of a joint survey by the North American Mission Board and LifeWay Research, it's also a great way for Christians and churches to carry out the Great Commission.

NAMB contracted with LifeWay Research to conduct the survey in the second half of 2009. The study focused on effective ways to reach first-generation immigrants in North America. The results showed that simple acts of hospitality and cooperation can lead to effective evangelism with people of every nation and language who just may happen to live next door.

An ESL volunteer talks with an Iraqi mother and daughter at an ESL fellowship night.

“The reality is that by 2050 there will be no majority race or ethnicity in the United States,” said Ed Stetzer, director of LifeWay Research. “The nations of the world are living right here, yet many are not hearing the gospel. Fortunately, believers and their local churches can take some fairly simple and inexpensive steps to reach first-generation immigrants in their communities with the good news of Jesus Christ.”

The scope of the project included a qualitative phase and quantitative surveys available in 20 languages to missionaries, pastors and laity who work among first-generation immigrants in North America. National and regional organizations and professors who teach immigrant missions



and evangelism were also surveyed. The statistics in this story focus on responses from the national and regional organizations.

First-generation immigrants were defined in the study as residents of North America who were born in a foreign country.

Supporting church planting

The survey showed that local churches can reach out to immigrants by sharing their facilities. Church plants focused on first-generation immigrants are considered more effective if they meet in a church building rather than a non-church building or a home.

Taking it a step further, churches can sponsor church plants among first-generation immigrant groups. Seventy-two percent of the organizations polled said that having a sponsoring church is an effective church-planting practice.

Churches also can partner with church plants ministering to first-generation immigrant groups. Seven out of 10 organizations surveyed indicated that cooperating with other churches is an effective church-planting practice.

According to the survey, church plants that focus on one particular people group in their heart (first language) are much more effective than focusing on several people groups or two or more languages in the same church plant.

Encouraging evangelism

The survey revealed that individual believers who might never have the

opportunity to evangelize on foreign soil can effectively share the gospel with people of other languages and cultures who live in their communities. Here's how:

- **Through hospitality.** Inviting first-generation immigrants to your home to socialize is considered an effective evangelism practice by 73 percent of the national and regional organizations surveyed.

“The reality is that by 2050 there will be no majority race or ethnicity in the United States.”

— Ed Stetzer

- **Through English as a Second Language (ESL) programs.** Providing ESL classes or mentors is considered an effective evangelism practice by 76 percent of the organizations surveyed.

- **Through practical help.** Individual believers can provide information about where to find housing, stores and services. Providing rides and assisting with transportation are considered effective evangelism practices by more than six out of 10 organizations surveyed. (To read about churches that are engaged in this type of practical help, see the sidebar “Louisiana churches reach out to international students.”)

“It is essential to minister to their physical needs,” said Ken Weathersby, vice president of church planting at NAMB. “Our church planting missionaries have seen this again and again when working with first generation immigrants. They need help finding work, help with housing, many of them have come to our nation without furniture or even clothing. These are the tangible needs the church must meet as we build relationships that will allow us to share Christ.”

Effective Practices

The survey also revealed these effective evangelism practices among first-generation immigrants:

- **Personal evangelism and small-group Bible studies.** Sharing Christian testimonies (64 percent) and inviting first-generation immigrants to a small group that has basic Bible studies (71 percent) are considered effective evangelism practices.

- **Learning a second language.** Eighty-five percent said interacting with first-generation immigrants in their heart language is effective in sharing the gospel.

- **Building long-term relationships** (91 percent). Local churches that add services in other languages or sponsor social events for immigrants are considered more effective in evangelism than churches that do neither of these activities.

“We need all of our Southern Baptist churches to embrace and adopt a people group in the United States or Canada and find ways to

Louisiana churches reach out to international students

written by Brooklyn Lowery

meet their needs,” said Weathersby, adding that many ESL resources are available at NAMB.net/ESL. “That includes starting a church or partnering with other churches to start new churches. If you were living in a foreign land, can you imagine what it would mean to you to be able to worship with familiar people and a familiar culture? That’s why we must start more churches for our newest neighbors.” ■

LifeWay Research called and e-mailed denominations and parachurch ministries, inviting them to participate in the online survey. Seventy-four national and regional organizations completed the quantitative survey. The survey was conducted between July 21 and Sept. 2, 2009. Additional versions of the survey were also administered among missionaries, professors, pastors and laity. A PowerPoint report of “Best Practices in Ministry Among First Generation Immigrants in North America” is available at LifewayResearch.com.



Sharing food from their native countries at a potluck lets ESL students and volunteers learn about each other.

RESEARCH

This is the second story highlighting results from a joint NAMB/LifeWay Research survey designed to gauge the scope and effectiveness of evangelical ministries to first-generation immigrants in North America. More information can be found at LifeWayResearch.com. All stories in this series are archived at LifeWay.com/News.

Students from around the world arrive in Hammond, La., each semester to attend one of several area universities, including Louisiana Tech and Southeastern Louisiana University. Many are far from home, far from family and far from the culture they know and understand.

But a few area churches are stepping in to make sure these students don’t feel alone for long.

Dana Chastang is director of international student ministry at Woodland Park Baptist Church in Hammond. She said Woodland Park has been involved in ministry to international students for several years, and it all started because an international student in the church’s regular college ministry recognized the need.

A 2009 survey, conducted by LifeWay Research on behalf of NAMB, confirmed that need. The survey showed that simple acts of hospitality and cooperation can lead to effective evangelism with people of every nation and language.

In Hammond, several churches work together to perform those acts of hospitality. The scope of the international student ministry is extensive. It includes a bicycle loan program, food pantry, furniture donation and even a transportation network because, “Many of these students arrive at the airport not realizing they’ll need a car to get the 50 miles to the university,” Chastang pointed out.

Ultimately, the ministry serves as a gateway to what Chastang considers a mission field.

“It’s more like missions than pure evangelism,” she said. “Relationships are how we bridge the gap. It requires patience. You meet their needs and have patience as you minister to them.”

For some of these students, accepting Christ all but guarantees permanent separation from their families

and might even make them targets in their home countries. Still, Chastang said, there are students who have become Christians and returned to their countries to start Bible studies.

“This is not something that happens quickly,” Chastang stressed. “It takes a lot of patience and time. We have good relationships with the students and with the university.”

Woodland Park has recently begun to explore dovetailing the local college student ministry with the international student ministry. With

nearly 100 new international students for the fall 2010 semester alone at Southeastern Louisiana, Chastang said it is important to use all the available resources.

“The local students can support the international students, and we can utilize the leadership resources already established in the college ministry,” she explained. “We couldn’t do this to the extent we do without all the churches that are involved, and we want to use the resources we’ve been given.” ■

“Relationships are how we bridge the gap. It requires patience. You meet their needs and have patience as you minister to them.”

— Dana Chastang

Ministry doesn't stop

for you to figure out your health insurance needs.



GuideStone Insurance.

Our ministry serving your ministry.

- ✧ Plan choices that meet your healthcare and budget needs.
- ✧ Easy online application.
- ✧ Service you can count on.



Apply Online

www.GuideStone.org/FreeQuote

Or call **1-888-98-GUIDE**
(1-888-984-8433) to speak to
a customer relations specialist.


GuideStone[®]
Insurance Plans

Do well. Do right.®

Transforming the church one person at a time

article by Polly House, photography by Kent Harville

The idea of a transformational church is nothing new to James Gailliard. It's just business as usual.

"Transformation comes by making daily adjustments that make you look more like Jesus," said Gailliard, pastor of Word Tabernacle Church in Rocky Mount, N.C.

Gailliard was one of the evening preachers at the 2010 Black Church Leadership and Family Conference at LifeWay Ridgecrest Conference Center July 19-23. The LifeWay-sponsored event drew more than 1,000 participants.

In every sermon at Word Tabernacle, Gailliard asks the congregation to find at least one thing they are willing to change about themselves to draw them closer to the goal of becoming like Jesus.

"Real church forces change," he said. "Always."

Gailliard said he constantly challenges the status quo. "It's just too easy to sit back and take it [God's message] in without letting it out. Too many of us brag on what we learn when we spend time in the Word instead of letting it be about self-assessment.

"You get closer to God, not just because you read the Word, but when you get challenged by it and make those daily adjustments," he said.

Church planting

Being willing to adjust has consistently been part of his ministry through years of church planting.

Gailliard was a church planter in Philadelphia in 2003 when God gave him a vision for starting a church in Africa.

"I was willing, but I'd never been to Africa. I didn't even know anyone in Africa to call about it," he said. Even so the idea intrigued him and didn't go away.

"One day I was sitting in my office and my phone rang," he said. "It was Johnny Hunt, [pastor of First Baptist Church in Woodstock, Ga.,] and he asked me to go with him and a group of pastors to South Africa to start churches."

What made Gailliard certain that this was God's divine planning was he didn't know Hunt and Hunt didn't know him. The only connection was that Hunt had read about Gailliard being named one of the North American Mission Board's church planters of the year.

"I couldn't believe it," Gailliard remembered with a laugh. "I guess if God wanted me to plant a church in Africa, He could make it happen and use Johnny Hunt to do it."

Gailliard's ministry as a church planter has led to him being a part of starting 24 churches in the U.S. and abroad.

"I love planting new churches," he said. "I can't believe God has let me be a part of that."

New challenge

In 2005, Gailliard went to Rocky Mount, N.C., for a church planting training event and sensed God telling him this was a place of opportunity.

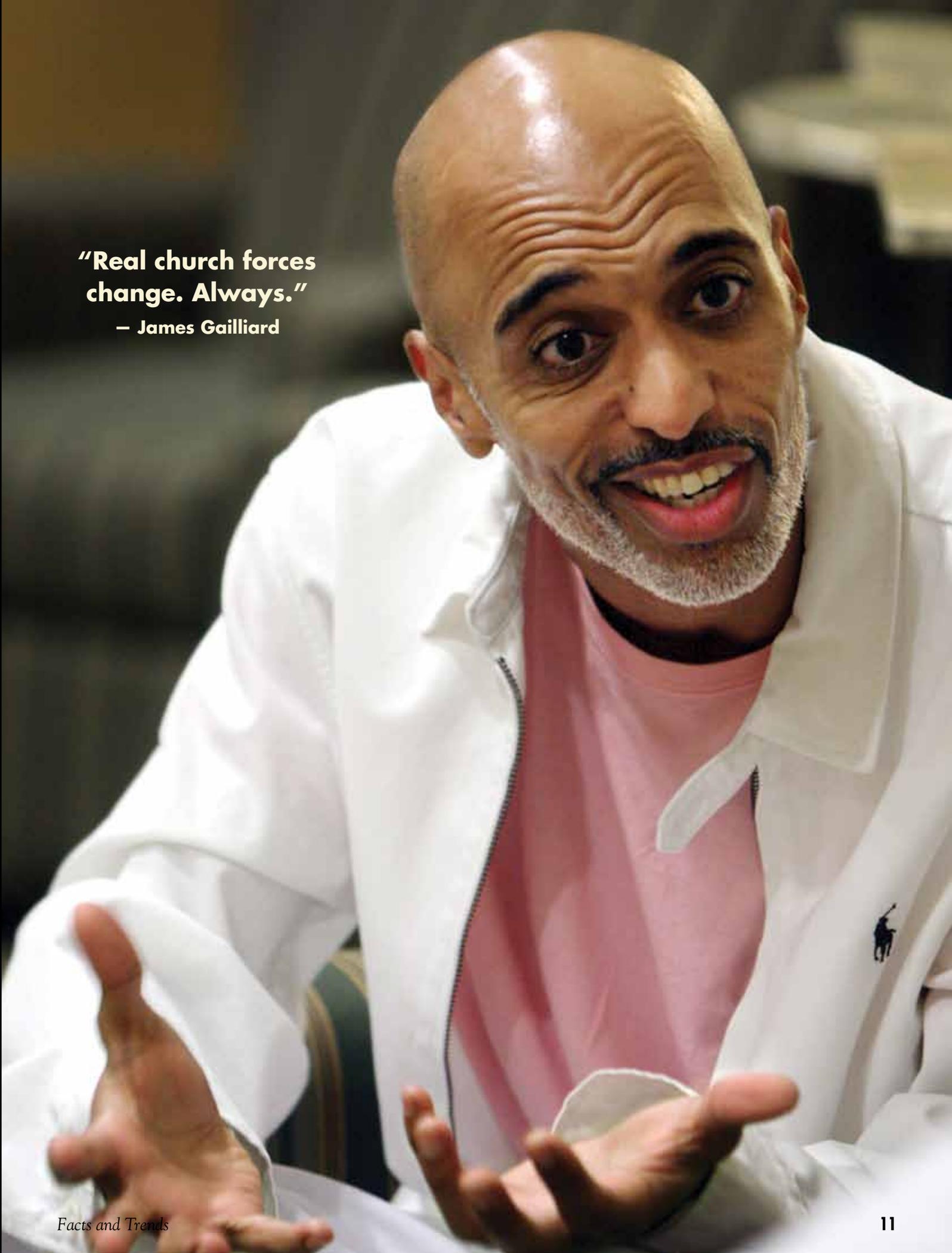
Word Tabernacle opened its doors in 2006 with 14 people attending. Today, it has about 1,800 members. Its growth is somewhat atypical.

"About 55 percent of our members have been baptized there," Gailliard said. "We have communion and baptism every Sunday afternoon. We haven't missed a Sunday baptizing since that first Sunday."

Something the church does that is unique is they offer the invitation at the beginning of the service – before the sermon – instead of following the sermon.

**“Real church forces
change. Always.”**

— James Gailliard



“We have our deacons and other members explain salvation and invite people to come forward to make a decision or ask questions,” he said. “We use the same wording every time on how to lead someone to receive Christ. Our people hear it repeated every Sunday so they learn it by heart. That way they know how and don’t have to worry about what to say. You have to remember that most of our new people aren’t Christians so we keep it simple and consistent.”

Economic influence

Some of the people who come to the church the first time – Christian and non-Christian – are looking for hope.

The church is located in Edgecomb County, one of the 10 most economically disadvantaged in the U.S.

“About a third of our church is unemployed,” Gailliard said. Recognizing the opportunity to help, the church has developed social ministries to go along with the spiritual ones. Approximately 50 active ministries are affiliated with the church in the area of food and clothing assistance, a medical clinic, an apartment house and a relationship with a local community college for job training and life skills.

“Last year, our church had the most hires of any ‘business’ in the county,” Gailliard said proudly.

LifeWay connection

Gailliard said having good, solid materials at the church has made teaching and discipling easier and better organized. He said he appreciated what LifeWay has to offer in terms of consultation, training and curriculum.

“We use the ‘YOU’ and ‘KNOWN’ curriculum as a part of our church-wide study,” he said. “Of course we do some tweaking to make it work for us, like anyone would do, but it’s really good and speaks to our congregation. I use ‘Facts and Trends’ all the time for sermon illustrations, statistics and resource information. It’s on my desk right now. And Jay Wells [LifeWay’s director of black church relations and consulting] always has great suggestions and advice whenever I call him. We use all kinds of LifeWay stuff! I trust it.”

Gailliard said he has been attending Black Church Week for about 10 years and always appreciates the fellowshiping and training but had a cautionary word for those who might confuse having an enthusiasm with the event with having an experience with God.

“Whenever I’m having an encounter with God, it becomes an event,” he said. “I come here and get wonderful training and have a great time, but it’s my time with Him that sustains me.” ■



Participants and conference leaders attending the Black Church Leadership and Family Conference at Ridgecrest relax and visit with each other between conference sessions.

RESOURCES

- “Transformational Church” by Thom S. Rainer and Ed Stetzer
- “YOU” curriculum
- “KNOWN” curriculum for students

Read more about Black Church Leadership and Family Week at LifeWay.com/FactsAndTrends.

Texas cowboy church lives ‘Saddle Ridge Ranch’

written by Polly House, photography by Kent Harville

The kids from Whitney, Texas, didn't ride their horses to Saddle Ridge Ranch. Most came in pickup trucks and SUVs. But, regardless of their transportation, come they did.

Could there be a more appropriate setting for “Saddle Ridge Ranch,” LifeWay's 2010 Vacation Bible School curriculum, than Open Range Cowboy Church in Whitney?

Probably not.

The church's rural setting, barn-shaped sanctuary and rodeo arena (its version of a family life center) made it hard to tell where the VBS decorations left off and the church's regular decor began.

Cowboy Church hosted VBS July 5-9 for about 120 children from pre-K through sixth grade. While the church didn't have VBS for the youth, the teenagers served as “ranch hands” for the children.

Cowboy Church children's team director Ronna Rightmer, who also served as VBS director, gave last minute instructions to the teens: “Make sure you interact with the kids at all times. Help with snack, with crafts, and help the kids that may have trouble paying attention. Be sweet to them!”

She even added some specific practical advice before the first night's snack time: “Don't let them go crazy with the squirt cheese.”

Friendly place

Friendliness is a trademark of Cowboy Church. Joan Davis, an adult helper and women's ministry team leader, made it a point to help a young mother feel comfortable leaving her two children at VBS.

“Hello,” she said. “Welcome to Cowboy Church. Is this your first time here?”

When the mom said it was and confirmed they didn't attend church anywhere, Davis let her know when services took place, when a women's group met and that she could wear whatever she wanted. “After all,” Davis said, “this is Cowboy Church!”





Then Davis escorted the young mom to meet some other women who continued to make the woman feel welcome and comfortable about her children attending VBS. At Cowboy Church, VBS is about so much more than just the children – it’s a way of connecting the whole family with the church.

Good curriculum

Lonny Davis, Joan’s husband, taught the lessons for the fifth and sixth graders. A retired football and volleyball coach, he had a great rapport with the kids. Even with a roomful, he kept their attention.

“I really like the questions that we talk about each night,” Davis said. “The first night it was ‘Who am I?’ The second was ‘Does God care about me?’ Then, ‘What is God’s plan for me?’ ‘How can I be like Jesus?’ and ‘What do

I do now?’ Those are all questions that kids think about and need to figure out.”

Community outreach

Cowboy Church Pastor Gerald Dudley said, “About half of the kids at VBS don’t ordinarily attend here. This [VBS] brings them in.”

Rightmer added that, by far, VBS is the largest evangelistic outreach activity for the church.

She said that in each of the three years she has been involved with VBS at the church, the kids have responded well to the invitation to receive Christ.

“There are a lot that come forward,” she said. “I always talk with the parents of the children who have come forward to make a profession of faith, explaining everything about it.”



(L-R) Ranch hand Justin Rightmer helps Jo-Jo Bledsoe create a picture frame during craft time. Cowgirls get in step with the music during VBS. Adult leaders prayed with the children during the decision time each night at VBS, leading 35 of them to receive Christ. Connie Crane saddled up her “horse” and led a Bible teaching time during VBS at Open Range Cowboy Church.

If Rightmer isn't certain that the child making a profession of faith understands, her conversation with the parents might be one asking them to encourage the child as the understanding grows. “Whatever the decision is, we take it seriously,” she said.

She added that if she senses the parents are open to it, she talks with them about baptism. “We want the kids to be baptized, of course, but nothing happens without the parents’ approval and support.”

Having the opportunity to talk with the parents can lead to sharing the gospel with them. “I always get aggravated if someone else talks to the parents first,” Rightmer said with a laugh. “I want to be the one to get to share Jesus with them.”

It's about Jesus

Best friends Emma and Seaira, both 9, were excited every evening about what they were doing at VBS. The first night Emma, who brought first-timer Seaira with her, said, “I just know this is going to be so great!”

And great it was. By Thursday night, both of the girls had received Christ as Savior. By week's end, 35 children had made professions of faith. Rightmer said that as much fun as the kids – and the adults – have at VBS, it isn't just about that.

“It's all about Jesus,” she said, her eyes brimming with tears. “It's all about these kids getting saved and knowing Him. That's the reason we do this. It's Jesus.” ■

ONLINE

Go to LifeWay.com/FactsAndTrends to see an audio slide show, a video and more photos from VBS at Open Range Cowboy Church.

Read how a determined church with no building made VBS a successful outreach.

International church wins VBS Photo Contest

Grace Baptist Church's photo – “Doing the Motions” – is the winner. Churches submitted 144 photos to the Facts and Trends 2010 VBS Photo Contest and almost 1,400 votes were cast. Out of these photos, the photo from GBC in Taipei, Taiwan, surfaced to the top.

“This photo said VBS to us,” said Facts and Trends editor Polly House. “Besides good subject matter, it's clear, in focus, has good resolution and shows the children's beautiful faces. These are all marks of a great photo.”

The top 12 photos were selected by the Facts and Trends staff, and then viewers were able to vote online to choose the top three. Then the Facts Trends staff and representatives from LifeWay's VBS area chose the winner.

Grace Baptist Church will receive the grand prize of a free VBS Super Sampler, courtesy of LifeWay's VBS area. All 12 finalists will receive a Facts and Trends goodie bag, given to the person submitting the photo. ■

VBS 2011

The 2011 VBS theme is Big Apple Adventure. Go to LifeWay.com/VBS2011 for all sorts of great information on this exciting, evangelical outreach opportunity. Go to LifeWay.com/VBSlive to watch the VBS Worship Rally – featuring Jeff Slaughter and a preview of the missions video – presented at LifeWay.



‘Experiencing God’ thriving after 20 years, 45 languages

written by Sam House, photography by James Yates

Join God where He is working. That simple premise hasn’t changed during the two-decade history of “Experiencing God” by Henry Blackaby and Claude King.

For 20 years, the interactive Bible study, first published in 1990 by LifeWay, has taught a radically God-centered way of life. Revised and expanded in 2007 by Richard Blackaby, Henry Blackaby’s son, “Experiencing God” is the life message of the elder Blackaby.

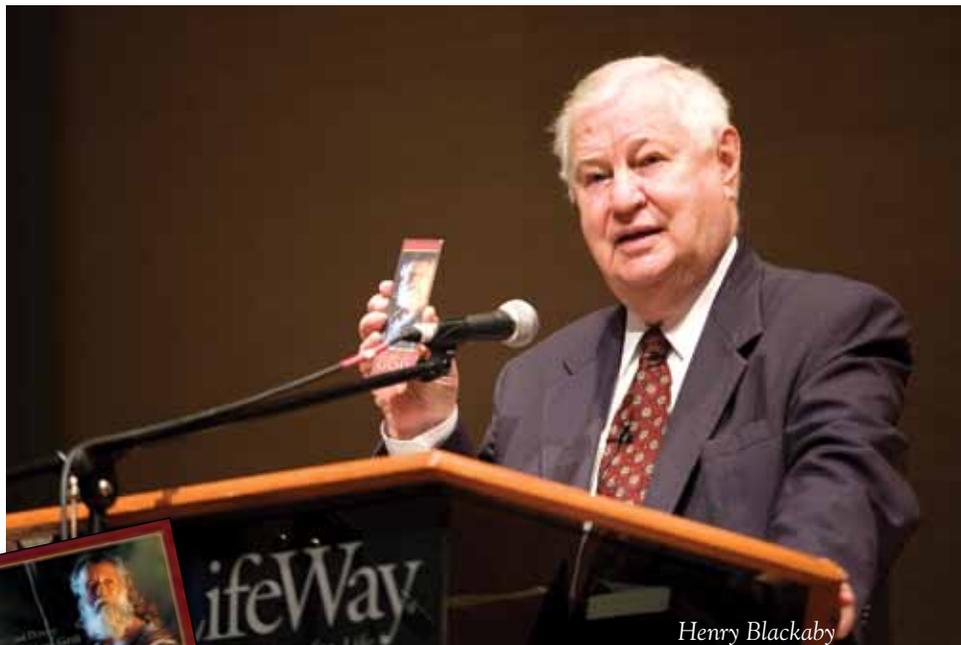
Now the workbook is available in more than 45 languages and has sold 7 million copies. Internationally, reader testimonials describe deeper and more intimate understandings of God’s desire for relationships with them that will change their lives forever.

On a larger scale, “Experiencing God” has impacted entire organizations, many of which credit the study with helping turn bad situations into good and bringing hope to tragic circumstances.

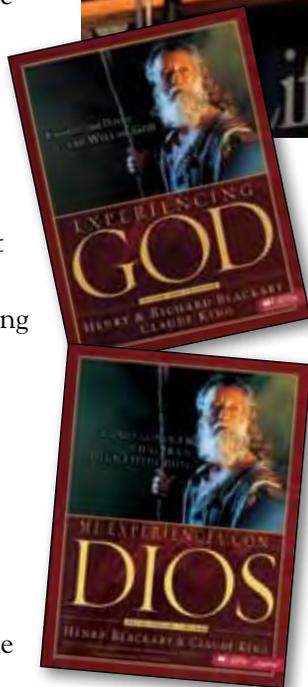
No coincidence

In 1995, Burl Cain became the new warden at Louisiana State Penitentiary at Angola, arguably the most violent and dangerous prison in America. Knowing how God had used “Experiencing God” in his own life and believing that real change takes place in the heart, Cain soon introduced the workbook to the 5,200 inmates at Angola prison.

Over time more and more inmates responded to its message. Some felt called to serve as Christian ministers



Henry Blackaby



and began meeting with other inmates for worship and prayer. Inmate volunteers built chapels on the prison grounds. To this day, inmate congregations continue to use “Experiencing God” to lead others to deeper relationships with Christ.

Cain said that since inmates began studying “Experiencing God,” acts of violence have dropped 70 percent. Inmates have requested to be sent to other prisons where they can begin new ministries. Each year 500 children get to spend a day with their incarcerated dads at a carnival, and an annual rodeo and craft show draws 15,000 people from the community to spend time with the inmates. Hospice

care is available for dying inmates, and cardboard coffins have been replaced with polished wooden ones built by inmate carpenters.

A sign at the prison gate paraphrases Philippians 3:13 and summarizes the thoughts of Cain and the men who have experienced God: “I don’t look to the past, I press on to the future.”

Spiritual markers

A January 2007 news story about an 18-year-old patient at Wolfson’s Children’s Hospital in Jacksonville, Fla., led businessman Carlton Lahey to make a contribution to the hospital. His step led to the start of Christ’s Starfish Foundation, a program committed to helping non-cancer patients in pediatric hospitals and their families.

Lahey traces the inspiration for the foundation to his Sunday school class’ study of “Experiencing God.” For him,



(L-R) Richard Blackaby, Claude King, LifeWay President Thom Rainer, Henry Blackaby and Marilyn Blackaby joined LifeWay in celebrating the 20th anniversary of the publication of “Experiencing God.”

the study became a spiritual marker – a time of transition, decision or direction – to which God had clearly guided him.

“I learned that God initiates everything and everything came from Him,” Lahey said, noting that the concept changed his life. “I know that when God puts something in your hand, you run with it.”

The program has expanded to children’s hospitals in other Florida cities. “We are trying to make a difference, one hurting family at a time, helping hurting children and their families in the name of Jesus Christ,” Lahey said.

Join God where He is working

Since its beginning in 1956, Emmanuel Baptist Church in Farmington, N.M., has been known as a church with a heart for missions. Not surprisingly, Emmanuel has studied “Experiencing God” as a congregation.

A line in “Experiencing God” reads, “You cannot be in relationship with God and not be on mission.” At Emmanuel, they determine where God is working and join Him.

Emmanuel supports a school, the local crisis pregnancy center and the crisis closet of the

San Juan Baptist Association. The church is also known for helping people with their utility and rent bills, giving aid to victims of Hurricane Katrina and ministering to AIDS orphans and prisoners.

The congregation has started five mission churches, one of which has grown to start a mission of its own. “There is just a lot our members are involved in, and they want to be,” said former pastor Kirby Kennedy. “They want to give – of their finances, of their gifts, of themselves – because God is the greatest giver.”

Workbook revised, message unchanged

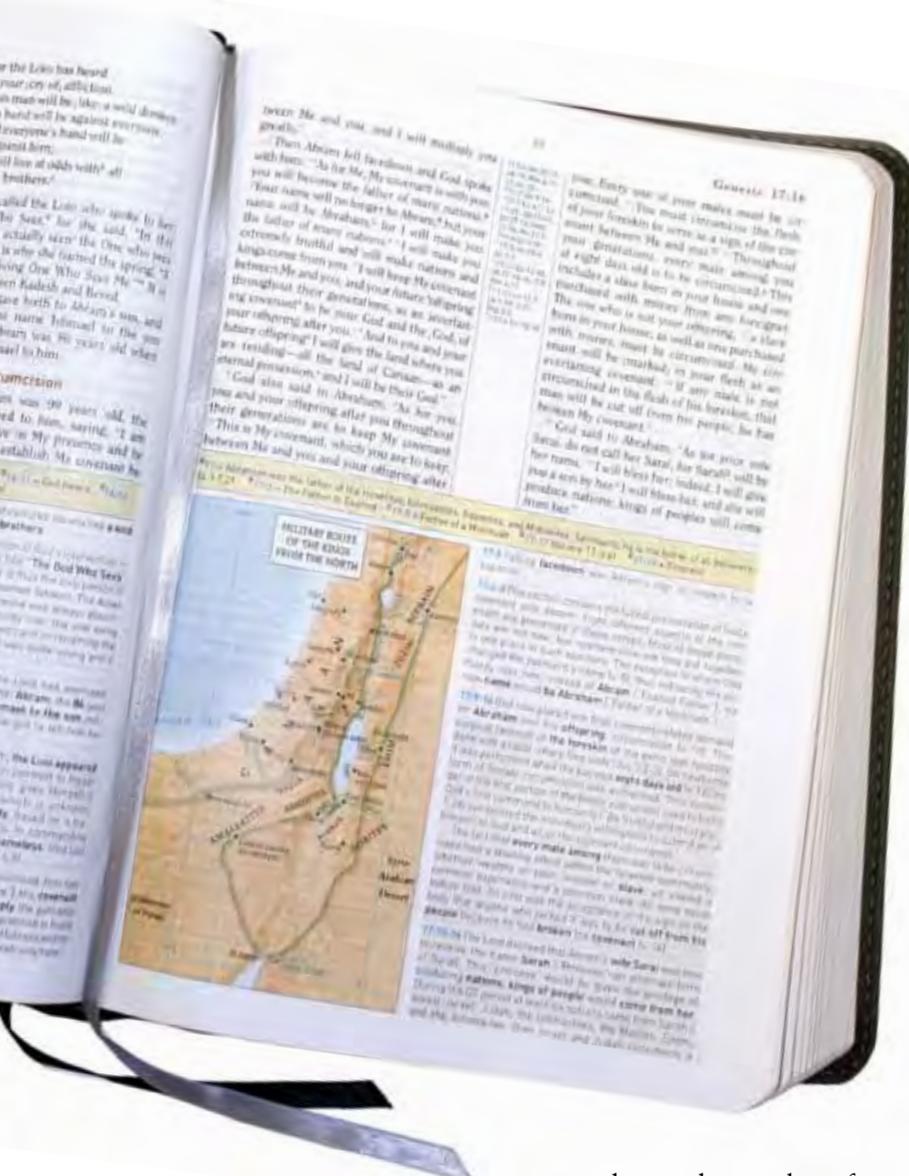
Through the years, LifeWay has published a family of “Experiencing God” resources, including an “Experiencing the Word New Testament” and the “Experiencing God” musical.

The 2007 revision, adding Richard Blackaby as a co-author, offers DVD messages and new applications and stories.

The vehicles carrying the message have changed, but the message remains the same. “Experiencing God” leads believers to know God intimately and encourages them to faithfully step out and join Him in His work – with miraculous results. ■

RESOURCES

Go to LifeWay.com/ExperiencingGod for more information and a list of the “Experiencing God” family of resources.



HCSB Study Bible releases in October

written by Kelly ShROUT

The Holman Christian Standard Bible released in 2004, providing the evangelical world with one of the most accurate and fresh translations of God's Word.

In October, LifeWay's B&H Publishing Group will enhance the HCSB library with the release of the HCSB Study Bible, designed to take readers deeper into their journey of faith and strengthen their biblical literacy.

Jeremy Howard, managing acquisitions editor of Bibles, reference books and commentaries at B&H Publishing Group, led the creation of the HCSB Study Bible and explained that the project began with a nationwide focus group.

The focus group determined the top design decisions like two-column format, horizontal timelines, font size

and even the number of pages of the Bible.

"The Bible that people want is the Bible we built," Howard said. "Everything we included in this study Bible has meaning. We included 24 poignant essays, three feature-length articles and intuitive study notes."

The study notes set the historical and canonical context to help create the big picture view of God's narrative, he said.

"We wanted to set the historical scene to let the reader know what was going on in Israel and the surrounding region," he said. "We also established a canonical context informing readers, for instance, how the book of Leviticus fits into God's overarching plot line."

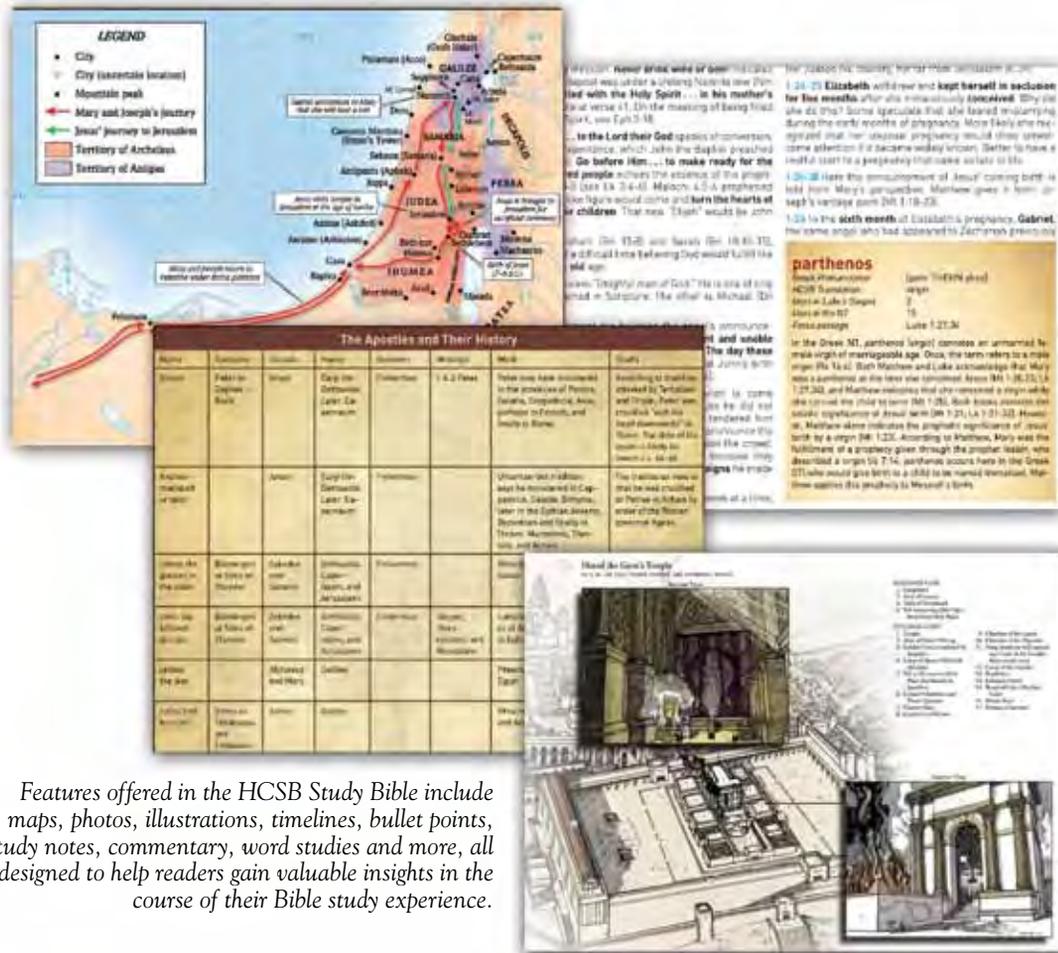
The HCSB Study Bible is made for both those who are new to the

faith and seasoned scholars, Howard said, mentioning that timelines, word studies, photos, maps, reconstructions and charts make it the Bible for the visual age.

"Ultimately, we want readers to get into the Word of God," said Howard, who also contributed essays on the canonization of the Old Testament and New Testament Books. "We want readers to deepen their walk with the Lord and realize this resource offers God's Word for life."

The study Bible offers essays on topics like church discipline, the incarnation of Christ and the historical reliability of the New Testament and Old Testament.

The study notes, Howard explained, are the handiwork of more than 100 scholars and English literary stylists from 17 denominations.



Features offered in the HCSB Study Bible include maps, photos, illustrations, timelines, bullet points, study notes, commentary, word studies and more, all designed to help readers gain valuable insights in the course of their Bible study experience.

FREE SAMPLER, PODCAST

Go to LifeWay.com/FactsAndTrends to download a free sampler of the book of Luke in the HCSB Study Bible, featuring a 6-page section that demonstrates the various features in the study Bible. You can also listen to a podcast with General Editor Jeremy Howard about the background and creation of the Study Bible.

WE RECOMMEND

The HCSB Study Bible is available at LifeWay Christian Stores and LifeWayStores.com. Visit HCSBStudyBible.org to learn more.

“The HCSB Study Bible offers diversity of scholarship without compromising the Baptist Faith and Message,” Howard explained.

Ross McLaren, a content editor at LifeWay, wrote the introduction, outline and notes to the Gospel of Mark and said his approach to translation was very similar to the user-friendly ethos of the project.

“I began with the question, ‘What do I find helpful in a study Bible?’” McLaren said.

“I wanted the notes to be life centered and application centered,” he said. “I also wanted to provide informative comments

to enhance the readers’ understanding of the text. Many times people think they understand the passage, but often there’s more to the text than they realize. Good study notes explain that there is more going on and bring out the ‘a-ha’ moments.”

McLaren said he believes the resource will encourage more in-depth Bible study.

“For those of us who believe the Bible is inspired and inerrant, our practice should follow our belief,” he said.

George Guthrie, the Benjamin W. Perry Professor of Bible at Union University in Jackson, Tenn., served as a contributor to the HCSB Study Bible and penned an introductory article, “How to Read and Study the Bible.”

“As we work our way through Scripture,

God constantly calls His people to live lives profoundly oriented to His Word,” Guthrie said. “The Word moulds us in our thinking and living. Yet, we cannot hear it properly without entering its world of words, and that takes thoughtful, careful study.”

Guthrie said one way to combat biblical illiteracy among believers is to help Christians read the Bible more effectively.

“This involves understanding how to read parts of Scripture well and how the Bible fits together to make one, grand story,” Guthrie said.

A good study Bible is essential to that process, he said.

“As I have taught people how to read the Bible better, a good study Bible is one of two most basic tools I recommend people have, the other being a good Bible dictionary,” Guthrie said. “A study Bible places background information, issues of literary context, word studies, and issues of interpretation right at your fingertips.”

The HCSB Study Bible, Guthrie said, is balanced and faithful to the original text.

“A study Bible built around this translation will be a great tool for believers, even for those who use another version as their primary translation.”

Kendell Easley, professor and Stephen Olford Center program director at Union University, authored the introduction, outline and study notes for the book of 2 Corinthians. He said he approached the assignment the same way he prepares for preaching or teaching God’s Word.

“I asked God to help me focus on Him,” he said. “I asked for His wisdom to guide me in the task of interpreting His Word for others, and I prayed that the Holy Spirit fill me with His presence and power for this ministry task.”

As with all of the contributors, Easley upheld the inerrancy and infallibility of Scripture and brought to light how age-old texts still relate to modern Christians.

“Of all of Paul’s letters, 2 Corinthians is both the most personal and the most defensive,” he said. “Paul mounted a strong defense – an apology in the good sense – of his authority and his ministry. He also included important doctrinal material found nowhere else in his letters. This letter shows us as 21st century believers the importance of personal integrity in the presence of false attacks against the gospel.”

In studying this letter readers will discover timeless principles of truth, he added.

“We find that God and the gospel haven’t changed,” he said.

“Human nature hasn’t changed and that the need to speak up clearly for the truth in one’s own culture is as urgent now as it was then.”

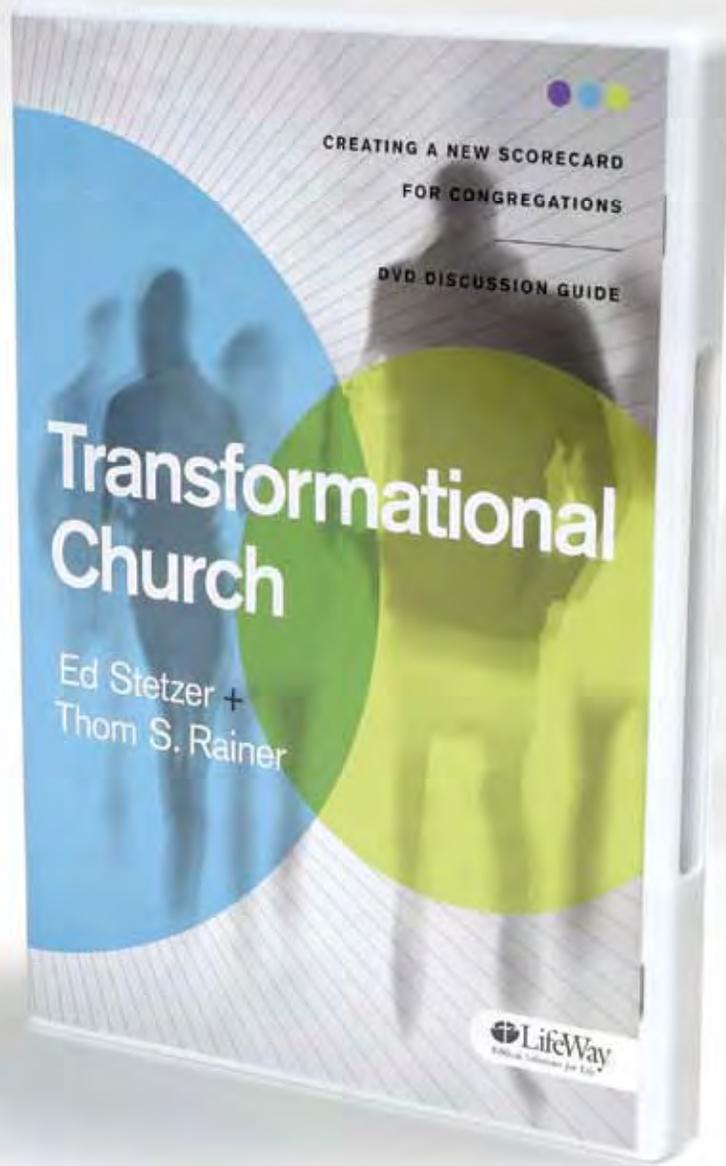
Bible study is one way believers can prepare for speaking truth.

“Reading the Bible is an essential first step, yet God’s people throughout the ages have testified to the depth of insight they have gained by careful study and meditation on God’s Word,” Easley said.

“We see this in the ringing affirmation of this conviction in the Old Testament, as in Psalm 119, and in Paul’s challenge to Timothy about being diligent to present himself approved to God as a teacher of the word of truth and on down through the centuries of Christianity,” he added. “Men and women of God have rejoiced to find that the more they dig into the Word, the more treasures there are to be discovered.” ■

**“As we work
our way through
Scripture, God
constantly calls His
people to live lives
profoundly oriented
to His Word.”
– George Guthrie**

Transformational Church



For more information, visit us online at

Why are some churches consistently creating disciples whose lives are being transformed by the Gospel while others are not?

To find out, we conducted the largest ever research study of the modern American church. We contacted thousands of churches and conducted personal interviews with hundreds of the most “transformational.”

Transform your church. Change the world.

The result is Transformational Church—a new set of resources that can help your church consistently transform individuals, families, and entire communities.

The resources include a hardcover book, a DVD Discussion Guide to experience with your church leaders, an online assessment tool to gauge the spiritual pulse of your congregation, a pastor/staff retreat, and consultant training for those who want to help other churches.

This is not a one-size-fits-all formula, but it is a thorough look at the common strategies churches are using to become transformational.

B&H Publishing Group engages in media revolution

written by Kelly Shrout



In July Facebook CEO Mark Zuckerberg announced that the social networking site hit a half-billion users.

Twitter now boasts 105 million users, 140 million blogs grace the Internet and 48 million registered users watch YouTube.

The digital revolution continues with more than 500,000 e-books available for download.

Smart phones, computer tablets and their accompanying applications seem to influence, even shape, habits of global media consumption.

B&H Publishing Group, a division of LifeWay, understands the reality of modern communication and proves that a 119-year-old publishing house can still learn new tricks. B&H, with a renewed focus on digital initiatives, is positioning itself for the future by integrating new media strategies into timeless ministry practices.

Friends, followers and communities

Two years ago, B&H entered the social media scene by creating Facebook and Twitter accounts for its authors, the Holman Christian Standard Bible and its specialty imprints.

A digital media team also created online communities like PrayerGates.com and LoveDareStories.com to test the online pulse of constituents.

Users responded positively to PrayerGates.com, which was designed as an online prayer community and was based on Beth Moore's bestselling "Praying God's Word." The site exploded and now records thousands of unique visitors a day.

LoveDareStories.com also earned the respect of users and continues to regularly add new members. LoveDareStories.com is an online community for those reading "Love Dare," the bestselling book based on the movie "Fireproof." The community offers a platform for users to encourage each other in their marriages.

"More than a digital presence, we are offering a ministry presence," said Aaron Linne, digital producer. "We have seen readers come to Christ as a result of visiting one of the community sites."

Sites like PrayerGates.com and LoveDareStories.com now garner 50 percent of B&H's online traffic, proving that customers in a digital age want to interact with resources.

"We were one of the first publishing houses to create our own Facebook-like interface for our resources," Linne said, adding that an online book club featuring B&H authors will go live soon.

iPad, iPhone and e-books

Linne and Paul Mikos, executive editor of digital publishing, built upon the success of those initial online communities and began to posture B&H's resources for smart phones and tablet computers.

B&H Publishing Group currently has 13 individually branded

applications (apps) for Apple's iPhone and iPad, with several more in development. Six of the 13 are ranked in the top 150 for paid apps in the books category.

Considering that there are more than 30,000 available paid apps in the books category, ranking in the top 150 is an honor, Mikos said.

Also in the books category, two of B&H's 13 ranked in the top 100 most downloaded free apps.

One of the most popular apps is the free edition of "Praying God's Word."

"More than a digital presence, we are offering a ministry presence."

— Aaron Linne

The app comes with 30 Scripture prayers on the topic of overcoming unbelief and allows users to add 30 more for \$.99 each. Categories include overcoming depression, overcoming the enemy and overcoming food strongholds. Each category references Scriptures that address the topic. Better yet, the app has an interface that allows users to link straight to the Scripture.

"Praying God's Word" has consistently ranked in the top 100 free apps for in the books category since its release.

"From a ministry perspective, through this app we are able to see what the needs of our customers are," Mikos said. "We can determine if they are dealing with rejection, addiction or depression. We can track that over a period of time and respond through ministry opportunities."

Offering biblical solutions is key, Mikos said, when developing online apps.

"Scripture is the focus of what we do," he said. "There are many apps available where Scripture is linked within the program. We include the Bible text with everything we publish in digital form. We want to enhance our customers' experience all the while connecting them to Scripture through our content."

The implication of integrating the Bible into all apps and content means more users will be exposed to the gospel.

"We've moved from the Gutenberg model of the Bible being an isolated text to a digital model of the Bible being an imbedded text," Linne said.

In many ways, orchestrating the use of online media for Linne and Mikos is a sacred opportunity.

"Ultimately we want God's Word to be shared through Twitter, Facebook and smart phone applications," Mikos said. "Many of the applications facilitate that sharing and enable, to some degree, the ministry of providing biblical solutions for life."

E-books

B&H resources are now available through major e-book distributors and devices including Amazon's Kindle

and Barnes & Noble's Nook, with more on the way. All new B&H books released since October 2009 have been published in print and digital formats, and more than 500 previously published books are being formatted and distributed through digital channels.

"The dynamic nature of digital media allows us to experiment with new ways of introducing – and re-introducing – our customers to our new and existing titles," Linne said.

Statistics from new e-book releases confirm that customers are interested in a diverse selection of digital resources, from self-help books to Bibles and even fiction.

"Rooms," a novel by debut author James Rubart published by B&H, was offered as a free Kindle download for two weeks in April when it was released. The first week the novel garnered more than 20,000 downloads. The second week, it more than doubled that number with 42,000 additional downloads.

"Rooms" also captured the No. 1 spot in the

Kindle store for the entire two weeks, and the book's Amazon ranking jumped more than 8,000 spots.

"I believe content sells content," said Julie Gwinn, trade book marketing specialist. "This experiment with digital promotion like free downloads seemed to jump-start our marketing campaign for this book in the short run and for the author in the long run."

Linne and Mikos agree that the world of electronic media is still so new that the rules have not yet been written regarding how ministries can use all things digital to maximize their ministry potential.

"Christ was the ultimate story-teller, sharing parables and insights from everyday things around Him to tell truth and Good News," Linne said. "We are blessed to be born during a time and culture where content, discipleship and truth can be spread across the nations at the touch of a button, connecting the bride of Christ in new and powerful ways. We're just honored to be exploring the possibilities, trying to follow Christ's example." ■

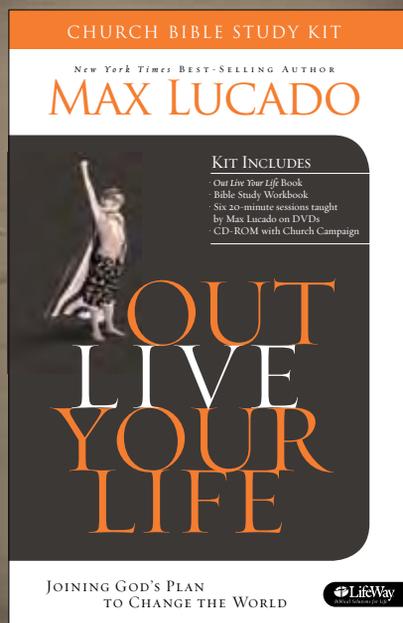


Aaron Linne demonstrates the Bible NavigatorX available for download on the Xbox.

LINK

To learn more about LifeWay Digital offerings, including apps, go to BHPublishingGroup.com/Digital.

Picture the people
in your church *changing
the world.*



LifeWay's newest Bible study from Max Lucado

What if you could live in such a way that the world was glad you did? What if the ripples from your life extended well beyond your years on earth? What if God's desire for your church is to literally change the world? The early church in Acts left us a blueprint of how to do it. The halls of history ring with their stories. Discover how a group of ragtag nobodies turned the world upside down, and begin to believe that God wants to do it all over again—with your church! This study will inspire you to do so much more with your life than simply get to the end. You'll discover that God doesn't want you just to live; He wants you to outlive your life. To purchase, visit www.lifeway.com/outlive or call 800.458.2772 or visit the LifeWay Christian Store serving you.

Four groups can help transform individuals, churches

written by Polly House, photography by Kent Harville



A group of four share a lighthearted moment during an ice-breaking activity at the 4G conference.

Genuine personal transformation takes place best in a small-group setting. People rarely change in large groups because large groups don't offer opportunities for intimate relationships with others.

That was the message of the inaugural 4G conference sponsored by LifeWay at LifeWay Ridgecrest Conference Center July 23-26.

The conference focused on four groups in the local church – Sunday school groups, small groups, discipleship groups and missional groups – and how each of them offers something different to its members. One person might belong to any or all of these groups at any given time.

David Francis, director of Sunday school and discipleship; Bruce Raley, LifeWay's director of leadership and evangelism; and Rick Howerton, LifeWay's small-groupologist, briefly described these groups:

- **Sunday school is the church's Bible-teaching ministry and offers a balance between foundational discipleship and evangelism.**

These are open groups, meaning anyone is welcome at anytime.

- **Small groups excel at creating community and relationships.**

Small groups are usually closed groups where a few people (generally 12 or fewer) develop close, meaningful relationships.

- **Discipleship groups traditionally study a Bible-based curriculum that leads members to a deeper understanding of a spiritual concept and transformation into Christ-likeness.**

These groups can be open or closed.

- **Missional groups are generally formed around specific tasks that take members outside the church walls to impact others.**

Examples include a mission team on a specific mission trip or a ministry such as English as a Second Language classes. These groups can be open or closed, short-term or ongoing.

Conference attendees had the opportunity to learn from various experts specializing in each of the group types.

Lyman Coleman

Throughout the event, Lyman Coleman, considered the father of small groups as they are known today, led attendees in exercises designed to demonstrate in a few hours – rather than a few weeks or months – the path for leading people into community and deep relationship with a small group of people. Developing these intimate human relationships, Coleman stressed, will lead individual small-group members into deeper relationships with Christ.

Claude King

Claude King, LifeWay's discipleship specialist, co-author of "Experiencing God" and author of "The Call to Follow Christ Series," led a series on discipleship ministry.

"In the Great Commission, Christ told us that He had the authority and He was giving us a command," King said. "He didn't say to go make decisions. He said to go make disciples. He told us to go teach people to do all that He had commanded. That is a big order!"



Jim Putman



Claude King

Jim Putman

Jim Putman, senior pastor of Real Life Ministries in Post Falls, Idaho, served as both a conference leader and a keynote speaker. The church he pastored was planted in 1998 by four families and has grown to an average attendance of more than 8,000.

Putman said the church's vision statement – "Reaching the world for Jesus one person at a time" – is how the church has grown.

"Our goal is to create biblical disciples in relational environments," he said. "I believe we have moved past the post-Christian culture and have moved into a pre-Christian culture. People in my area have moved so far away from the Bible and Christianity that they don't

even have a context for sin. They don't even know they are sinners. They just figure they're as good as anyone else."

He said Real Life's credibility comes from working together in the Christian life. "Two are better than one," Putman said. "When you're alone, it's easier to justify your sin. There is no one else to hold you accountable."

Dennis Pethers

Francis and Dennis Pethers, founder of Viz-A-Viz Ministries and author of "More to Life," teamed up to talk about how to incorporate evangelism into the normal stream of life.

Pethers, from Essex in the United

Kingdom, said he didn't even know about church, God or the Bible until he was a young adult.

"I wasn't against God or the church," he said. "I just didn't know anything about them. They just didn't matter to me at all."

He said that in early 1900, 94 percent of people in England attended church on a regular basis. Just 100 years later, it's a mere 4 percent. "What happened was people stopped sending their children to Sunday school," he said, explaining that in the U.K., Sunday school is just for children. "As a result, it took only four generations until children had no one in their lives or families that had ever attended church. They ceased to have anyone in their sphere of influence who went to church or knew anything about it."

Pethers said that's why personal one-on-one evangelism is the most effective means of sharing the gospel. He defines evangelism as "leaving the person I met with a better understanding of God than they would have had if they'd never met me." ■

ONLINE

Go to LifeWay.com/FactsAndTrends to discover:

– extended definitions of each of the four small groups"

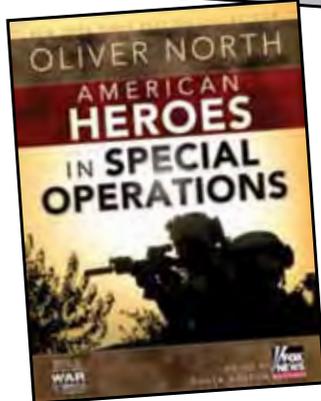
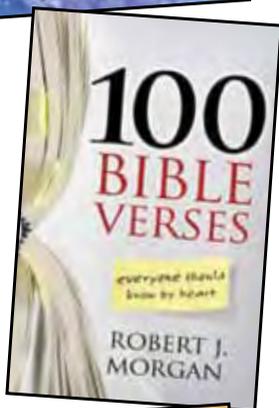
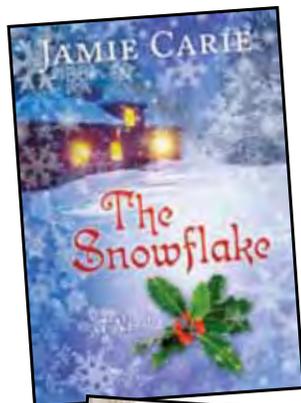
– why Bruce Raley was once happy people didn't go to church on Sunday morning.

UPCOMING EVENT

The 2011 4G event will be July 25-27 at LifeWay Ridgecrest Conference Center. Go to lifeway.com/events for more information.

NEW RESOURCES

LifeWay Church Resources at LifeWay.com and (800) 458-2772
 LifeWay Christian Stores at LifeWayStores.com and (800) 233-1123



B&H PUBLISHING GROUP

"The Snowflake" by Jamie Carie

It's Christmas in 1897, and Ellen Pierce and her brother are determined to reach the Alaska gold rush. But when ice stalls their steamship, all seems lost until Buck Lewis makes a proposal: He'll lead all who dare follow on foot toward Dawson City. Lewis never counted on a woman joining a dangerous wilderness trek – or on falling in love with her.

In her first novella, award-winning author Jamie Carie couples romance with epic adventure to give a reminder of a redeeming God who makes us each unique, yet loves us all.

Releases Oct. 1. ISBN: 978-1-4336-6936-1. Hardcover. \$14.99

"100 Bible Verses Everyone Should Know by Heart" by Robert J. Morgan

With the immediacy of Internet searches and ease of handheld devices, the archaic custom of memorizing Scripture may not seem necessary, but best-selling author Robert J. Morgan makes an airtight case for reviving this practice in "100 Bible Verses Everyone Should Know by Heart."

"It's vital for mental and emotional health and for spiritual wellbeing," he writes. "It's as powerful as acorns dropping into furrows in the forest. It allows God's words to sink into your brain and permeate your thoughts."

In a series of brief opening chapters, Morgan prepares the reader for this new way of thinking and then presents his list of 100 crucial verses, including sidebar notes, quotes and memorization tips for each. Knowing his list will differ from what others would

choose, extra pages are included to add one's own favorite verses, thus extending the exercise and memorization habit.

Releases Oct. 1. ISBN: 978-0-8054-4682-1. Paperback. \$14.99

"American Heroes in Special Operations" by Oliver North, edited by Chuck Holton

Following the success of his New York Times best seller, "American Heroes: In the Fight Against Radical Islam," Oliver North moves from the frontline to the world of shadow warriors, introducing readers to the brave, noble work of Navy Seals, Rangers and Green Berets in "American Heroes in Special Operations."

From the sands of Iraq to the mountains of the Hindu Kush, North relays insider stories and photographs that depict soul-stirring missions, hidden victories and fights against impossible odds. Yet for these faithful, inspiring patriots, it's "all in a day's work."

Releases Nov. 1. ISBN: 978-0-8054-4712-5. Hardcover. \$24.99

"Modern Parents, Vintage Values: Instilling Character in Today's Kids" by Melissa Trevathan and Sissy Goff

"What do I do when my son learns phrases in school that he is not allowed to say at home?"

"How do I teach my daughter about gratitude when she feels entitled to have a cell phone and a laptop computer like all the kids around her already have?"

More than ever before, moms and dads live in a culture that is against their parenting efforts. The growing sense of entitlement and attitude of disrespect among kids is cause for alarm. Though we can't go back to an idyllic past, youth counselors Melissa Trevathan and Sissy Goff know we can still raise children who value, well, values. In "Modern Parents, Vintage Values," they identify the top issues kids face today and address how to instill the classic character traits that will serve their sons and daughters well: kindness, integrity, manners, compassion, forgiveness, responsibility, gratitude, patience and confidence.

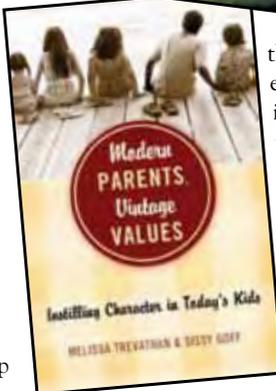
Releases Oct. 1. ISBN: 978-1-4336-6881-4. Paperback. \$14.99

"Paul: 90 Days on His Journey of Faith" by Beth Moore

Best-selling author Beth Moore has a remarkable gift for crafting insightful Bible character studies.

Millions have been drawn to her inspired lessons, and the media has called her "America's Bible teacher." The Personal Reflections series continues to reintroduce Moore's most beloved character-driven books, expanding them into 90-day experiences that include nearly all of the text from her original work, plus thoughtful questions and journal space to engage readers throughout this special time of study.

"Paul: 90 Days on His Journey of Faith" is the new presentation of Moore's enduring favorite, "To Live Is Christ." Indeed, life with Christ



meant a 180-degree turn for the apostle Paul who went from Christian basher to Christian champion, from church attacker to church father. When Jesus captured Paul's soul, He got all of him. The same can be true for you.

Releases Oct. 1. ISBN: 978-0-8054-4934-1. Hardcover. \$24.99

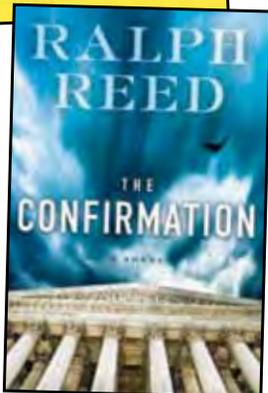
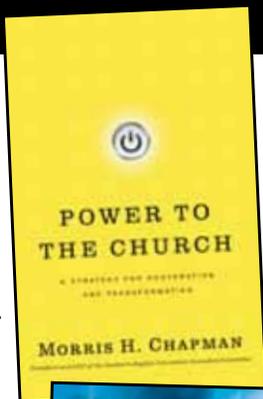
“Power to the Church: A Strategy for Cooperation and Transformation”

by Morris H. Chapman

“Power to the Church” is a timely reminder to every Southern Baptist church that the strength of denominational cooperation in missions, church planting, theological education and prophetic cultural witness clearly blesses rather than burdens the health and vitality of each local congregation. Author Morris H. Chapman, a dynamic 40-year champion of the cause, says: “As I approach the hour of retirement from the helm of the SBC Executive Committee, I feel a special responsibility to offer a perspective that helps to move Southern Baptist churches forward from an era of difficult (but necessary) self-definition to an age of Christ-honoring, transformational ministry that is neither removed from the solid foundation of biblical inerrancy nor divorced from an innovative ministry strategy.

“Christ has called us to proclaim the saving gospel of His death and resurrection to people where they are, not where they once were. ‘Power to the Church’ hopes to stimulate the creative energies of a rising generation of ministry leaders to reach new heights for the Lord.”

Releases Oct. 1. ISBN: 978-1-4336-6839-5. Paperback. \$14.99



“The Confirmation”

by Ralph Reed

In this novel, newly elected U.S. president Bob Long is weighing reports of nuclear weapons in Iran when he learns Justice Peter Corbin Franklin, 86-year-old liberal conscience of the Supreme Court, has suffered a massive stroke. With pressing same-sex marriage and abortion laws as well as a huge antitrust case on the court's docket, the door is open for Long to appoint a conservative replacement, repaying the 21 million evangelicals who voted for him.

But it won't be that easy. Long faces a series of political missteps while his court nominee, Marco Diaz, suffers vicious character accusations in the media for his religious beliefs and rumors of a tragic past.

Meanwhile, terrorists in Iran have hijacked more nuclear materials and are threatening to bomb a major city if the U.S. or Israel attacks. Chaos reigns in the nation's capitol.

Released Sept. 15. ISBN: 978-1-4336-6924-8. Paperback. \$15.99

CHURCH RESOURCES

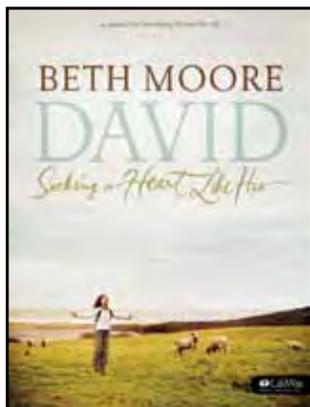
“David: Seeking a Heart Like His” (updated edition)

by Beth Moore

Explore how David's life proves God never gives up on us in this updated edition of “A Heart Like His: Seeking the Heart of God Through a Study of David.” In this study of the “man after God's own heart,” David will delight and disappoint you. If you've ever

experienced doubts, temptations, losses, family problems or personal inconsistencies, this study with all new video sessions and updated member book content is for you. 11 sessions.

Releases in November. Member book, LifeWay product #0-0533-7219, \$14.95;



Leader guide, LifeWay product #0-0533-7220, \$6.95; DVD leader kit, LifeWay product #0-0518-9428, \$199.95; Audio CDs, LifeWay product #0-0533-7221, \$39.95



VBS 2011 Sampler and Super Sampler: Big Apple Adventure

When you choose LifeWay's VBS, you're choosing the most effective way to reach people in your community. It's true. God is using VBS in a big way to bring people to Him. Order your “VBS 2011 Sampler or Super Sampler” and start planning your own Big Apple Adventure today.

Releases in December. “VBS 2011 Sampler,” LifeWay product #0-0525-9532, \$69.99; “VBS 2011 Super Sampler,” LifeWay product #0-0525-9533, \$199.99.

“Club VBS 2011 Starter Kit: Beach Blast”

Kids will catch the wave of God's faithfulness as they learn all about His love for them. “Club VBS 2011: Beach Blast” is sure to make a splash wherever you use it – whether it's Vacation Bible School, spring break, fall break or a mid-week gathering. The starter kit is packed with planning and worship rally resources, sample curriculum, producible rotation leader guides and more.

Releases in December. LifeWay product #0-0525-9531, \$99.99.

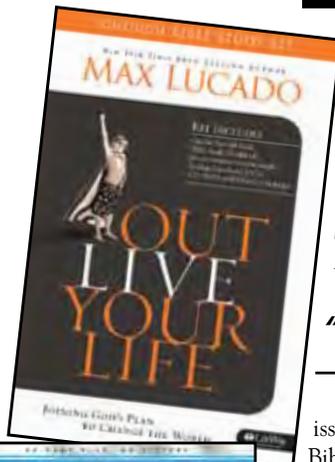
“Outlive Your Life: Joining God's Plan to Change the World”

by Max Lucado

What if the ripples from your life extended well beyond your years on earth? What if God's desire for you is to literally change the world? In this study, discover how a group of ragtag nobodies turned the world upside

NEW RESOURCES

LifeWay Church Resources at LifeWay.com and (800) 458-2772
LifeWay Christian Stores at LifeWayStores.com and (800) 233-1123



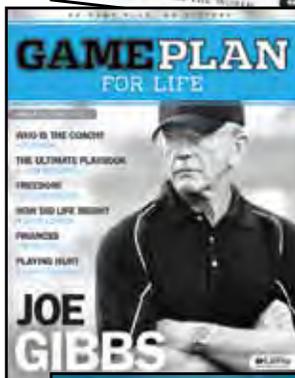
down, and begin to believe that God wants to do it all over again. 6 sessions.

Released in August. Church Bible study kit, LifeWay product #0-0518-9411, \$49.95; Member book, LifeWay product #0-0527-1299, \$11.95

"Game Plan for Life" by Joe Gibbs

This study addresses the top issues facing men today: God, the Bible, salvation, creation, finances, sin and addiction. Each session includes video segments featuring Joe Gibbs and a noteworthy expert on that week's topic: Ken Boa, Josh McDowell, Chuck Colson, John Lennox, Ron Blue and Ravi Zacharias. 6 sessions.

Released in July. Member book, LifeWay product #0-0525-9409, \$8.95; DVD leader kit, LifeWay product #0-0526-9065, \$79.95



"Jonah: Navigating a Life Interrupted" by Priscilla Shirer

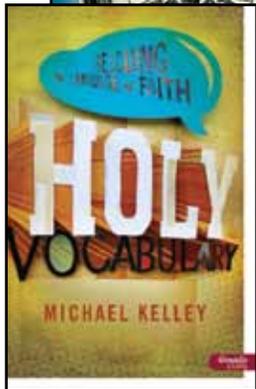
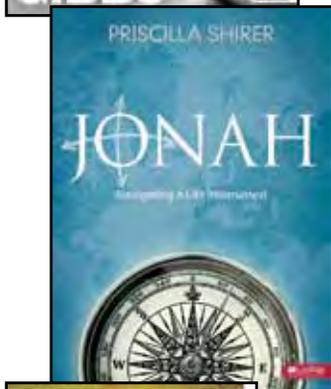
Many times, like Jonah, when things get uncomfortable we run! Although you can't escape life's interruptions, you can change your perspective on them. Discover what Jonah learned the hard way in the newest study from passionate Bible teacher Priscilla Shirer. When Jonah was willing to allow God to interrupt his life, the result was revival in an entire city. 7 sessions.

Released in July. Member book, LifeWay product #0-0526-4295, \$11.95; DVD leader kit, LifeWay product #0-0518-9429, \$149.95

"Holy Vocabulary: Rescuing the Language of Faith" by Michael Kelley

Saved. Grace. Sin. Repent. These words are synonymous with the Christian experience.

Whether you're new to church lingo or it's your native tongue, you'll find that these holy words



have deep and significant meanings regarding faith. 7 sessions.

Released in July. Member book, LifeWay product #0-0527-1631, \$9.95; Leader kit, LifeWay product #0-0518-9434, \$49.95

"Stand Against the Wind" by Erwin McManus

Character, like a hero asleep within you, just waits to be awakened through your God given creativity – the integration of heart, mind, and soul – and the resilience afforded you through the practice of humility, gratitude and faithfulness. The first release in the Platform Series, this study asserts that character transformation comes from standing against the wind to become all God designed you to be. 6 sessions.

Released in July. Study guide, LifeWay product #0-0527-1309, \$7.95; Leader kit, LifeWay product #0-0528-6793, \$24.95

"Path to Purity: A Family Guide" by Bob Bunn

This study includes conversations and direction about pure living that should start early in a child's life and carry into adulthood. This resource for parents outlines the new True Love Waits 3.0 emphasis upon purity as a lifetime process. Examine purity markers for each stage of life from childhood to young adulthood and address detours that sidetrack kids, the parent's role and how they can partner with the church as they encourage their children toward a life of purity. 10 sessions.

Released in September. LifeWay product #0-0527-1289, \$12.95

"The Controversial Jesus" by Erwin McManus

This study helps us break from our tame ideas of who Jesus is by reintroducing us to the Jesus who



radically changed history ... and who still changes people's lives. Topics of this Platform Series study include such alluring titles as conspiracy, defiance and subversive intentions. 6 sessions.

Released in August. DVD kit, LifeWay product #0-0528-6794, \$24.95; Study guide, LifeWay product #0-0518-9410, \$7.95

"Are You Developing Students or Your Student Ministry?" by Jeff Pratt and Scott Stevens

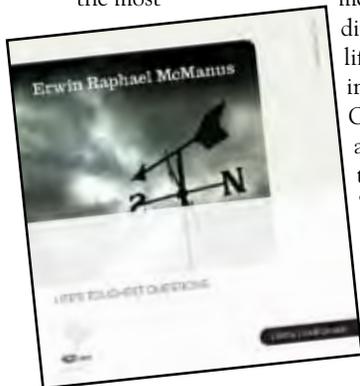
This new resource explains LifeWay's strategy for student's spiritual development – KNOWN – to student ministers and volunteer workers. Written conversationally, it is designed to be both read by the volunteer youth leader and studied in a youth ministry classroom. Stories, examples and illustrations are used to help readers understand the KNOWN strategy and how to implement it in their own student ministries. 6 sessions.

Released in September. LifeWay product #0-0527-1294, \$14.95

"Life's Toughest Questions"

by Erwin McManus

Using the Scriptures as our guide, Erwin McManus leads us in grappling with some of the most



meaningful and difficult issues in life. Questions include: Does God care? Is there a hell? Is Jesus the only way? This study, the third release in the Platform Series, includes six 20-minute videos from McManus,

with discussion questions included in the small-group study guide (included in kit). 6 sessions.

Released in August. DVD kit, LifeWay product #0-0528-6795, \$24.95; Study guide, LifeWay product #0-0518-9414, \$7.95

"Quick Clips for Kids: Videos That Help Kids Apply the Bible To Life"

Choose from an assortment of 15 five-to seven-minute life application videos that speak to kids in grades 1-6 in a way that is sure to help them apply the Bible truth they are learning to everyday life. Topics are based on the "Levels of Biblical Learning" and correspond with "Bible Teaching for Kids" and "Worship KidStyle."

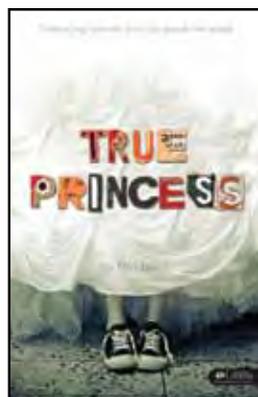
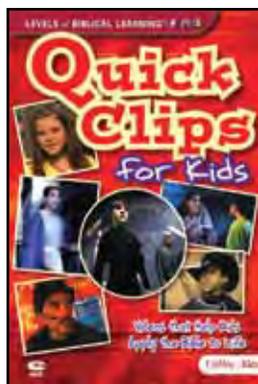
Released in July. LifeWay product #0-0527-2148, \$14.99

"True Princess: Embracing Humility In an All-About-Me World"

by Erin Davis

Help girls understand that their sense of entitlement won't get them anywhere in the Kingdom of God. Humility is essential, and "True Princess" will guide girls in grades 6-12 through Scripture as a group and individually to help them understand the importance of living as a daughter of the King. 7 sessions.

Released in July. LifeWay product #0-0526-0396, \$10.95



"Small Group Life Freedom: Freedom Was Enough"

The third episode in Small Group Life series, this study focuses on the Scripture that tells us, "It is for freedom that Christ has set us free." This passage does not say that this freedom is conditional. We have been set free simply because God does not want us living in bondage. 6 or 12 sessions.

Released in August. Episode (member book), LifeWay product #005211375, \$5.95

"El llamado del Maestro" ("The Call from the Master," Spanish)

by Claude King and Oscar Fernandez

This foundational discipleship resource will guide new and growing believers to understand and begin implementing six disciplines into their daily lives. One week is devoted to each of the six chapters, Abide in Christ, Live in the Word, Pray in Faith, Fellowship with Believers, Witness to the World and Minister to Others. Build strong discipleship habits in new believers Leader guide included. 6 sessions.

Releases in October. LifeWay product #0-0518-9415, \$10.95

"Permanezca en Cristo" ("Growing Disciples: Abide in Christ," Spanish)

by Andrew Murray and Bo Stevens

A contemporary study based on the classic literary work of Andrew Murray's "The True Vine." Bo Stevens allows Murray's ideas to continue but with a fresh perspective and relevant learning activities. The book shows us how to have a relationship with the Christ of love, joy, power and friendship through a deep study of the parable in John 15. Leader guide included. 6 sessions.

Releases in October. LifeWay product #0-0518-9548, \$14.95

LIFEWAY WORSHIP

"More Than a Carpenter"

created by Dennis and Nan Allen, arranged and orchestrated by Dennis Allen

This spectacular Easter musical is based on the best-selling Tyndale Publishing book by Josh and Sean McDowell. It comes from the highly acclaimed "Let's Sing" series of LifeWay Worship accessible SATB church choir resources.

This 40-minute musical features treasured songs, such as "Hosanna! Praise Is Rising," "Emmanuel," "Jesus Paid It All," "Jesus, Lord to Me," "Ancient Words" and more, all orchestrated and woven together with inspirational narration.

Released Sept. 1. Promo pak (choir book/listening CD), Product #0-0532-1817, \$12

"Hallelujah! Praise the Lamb"

created by Craig Adams and Alyssa Goins, arranged by Craig Adams

The creators of the You Can present this ultimate Easter musical celebration for unison and 2-part choirs! Featuring songs like "Hallelujah! Praise the Lamb," "Lamb of Glory," "When I Survey the Wondrous Cross," "Just As I Am," "No More Night" and even "The Hallelujah Chorus" with soul-stirring narration and Scripture.

In just over 25 minutes, your choir will lead the congregation and community in an unforgettable musical experience.

Released Sept. 1. Promo pak (choral book/listening CD) Product #0-0532-1821, \$12

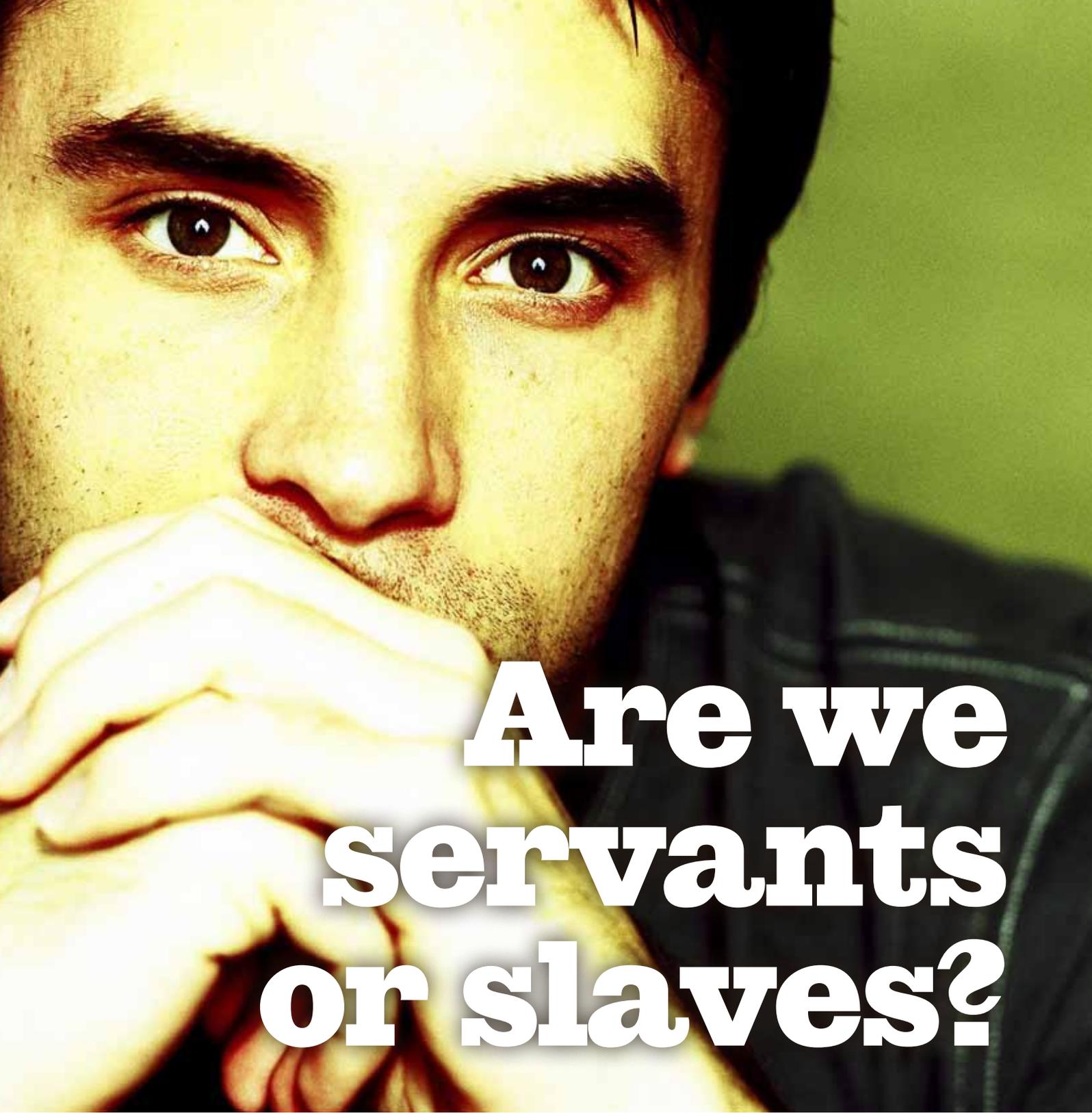
"20 Contemporary Hymns For Choir and Congregation"

arranged by Dennis Allen, Dave Cleveland, Jeremy Johnson, Paul Marino, Paul Mills and Phil Naish

These 20 dynamic arrangements of many of the most-loved hymns of all time are stylistically current and innovative.

When your church sings each selection, like "Joyful, Joyful We Adore Thee," "Come Thou Fount of Every Blessing" and "Be Thou My Vision" you'll be thrilled to hear them like never before. This collection even includes arrangements for Christmas and Easter.

Released Sept. 1. Promo pak (singers edition/listening CD), Product #0-0530-8751, \$12



Are we servants or slaves?



Slaves had no rights, but some servants did. So when readers see Christians called to be Christ's slaves in the Holman Christian Standard Bible, the radical nature of discipleship is clearer. Accuracy, one of the reasons you'll love reading any of the HCSB digital or print editions.

.....
*HCSB Study Bible
Coming October 2010*



HCSB
see | hcsb.org

An evangelism strategy that sticks

Driving down the interstate, something above the road catches your eye. That's when you look up and see it's a billboard. But not just a billboard – it's a snarky message from heaven: "Keep using My name in vain and I'll make rush hour longer." You wonder, "How did a bad church marquee quote get way out here on the interstate?"

You feel frustrated at how silly it seems. But more importantly, you wonder about the reaction of the countless unchurched who are reading it, too. What are these signs communicating to them?

When the North American Mission Board launched the new evangelism initiative called "God's Plan for Sharing" (GPS), LifeWay Research partnered with NAMB to conduct a survey asking more than 15,000 Americans about different methods of church outreach. The survey covered 13 different evangelistic methods, and we found that the top five ways Americans are willing to receive information about a local congregation are as follows:

5. Newspaper or magazine advertising: 46 percent.
4. Outdoor sign or billboard: 46 percent.
3. Informative ad in the newspaper: 48 percent.
2. Personal conversation with a friend or neighbor from the church: 56 percent.

And the most effective method for bringing people into the church:

1. Personal conversation with a family member: 63 percent.

The survey definitely indicated that invitations from family or friends are the most effective method, yet it also revealed some negative views, including, for example, toward door-to-door visitation. Less than one-quarter of Americans would appreciate an unannounced visit by someone to their front door. Still, even that lower number means that one out of four is open to a doorstep

visit, which is surprising and encouraging.

In addition to this information, we also learned that some people are more or less receptive to considering issues of faith at different times and in differing circumstances. What follows are the top five times that people are most open to considering matters of faith:

5. After the birth of a baby: 28 percent.
4. After a natural disaster: 34 percent.
3. After a major national crisis (such as 9/11): 38 percent.
2. During the Easter holiday season: 38 percent.
1. During the Christmas holiday season: 47 percent.

Proverbs 27:14 tells us, "If a man loudly blesses his neighbor early in the morning, it will be taken as a curse." The moral of the proverb is that timing matters.

I find that it's easier for Christians to talk about evangelism than to actually evangelize. Too many have lost the missional impulse. But this research indicates that many of the unchurched are ready to talk about Jesus. While marketing and advertising provide some form of outreach support, they are supplemental at best. Relationships remain the most effective approach.

Sharing the gospel with an entire community can seem an insurmountable task. But the findings in the study remind us that people are more receptive than we may have thought. And, despite all of our high-powered, high-dollar endeavors, it is in the simplest of circumstances that Christ is shared: one conversation at a time. ■



Evangelism & Relationships:

Invitations from family or friends are most effective form of evangelism. Many of the unchurched are ready to talk about Jesus, especially if you have a relationship with that person.

MORE

Follow more of Ed Stetzer's thoughts on his blog: EdStetzer.com.

RESEARCH

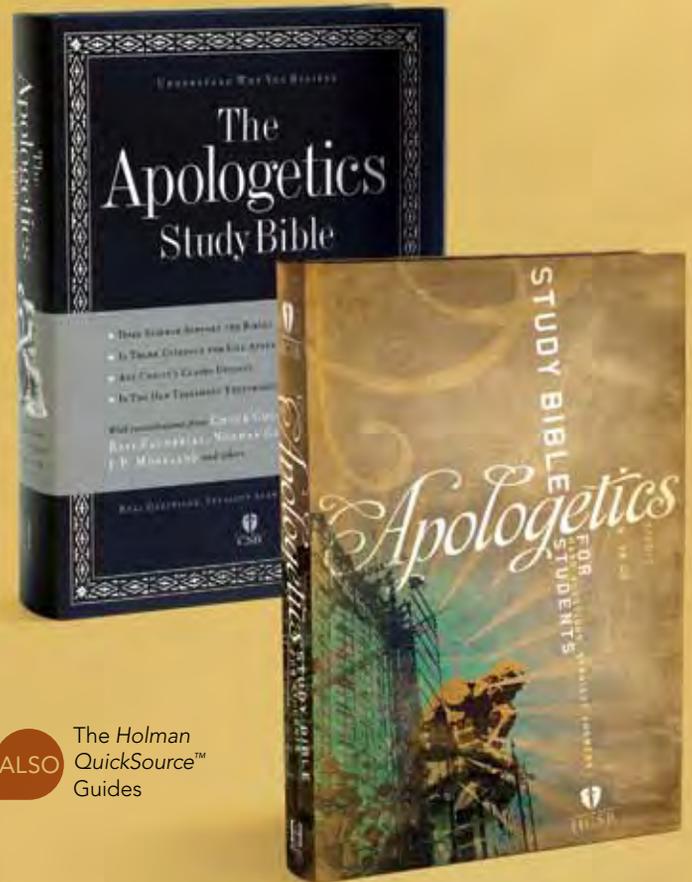
Go to pages 6-8 to read LifeWay Research's study on evangelism to immigrants.

Fall 2010 - October, November, & December

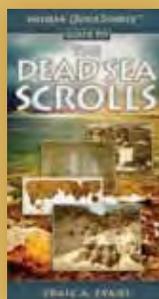
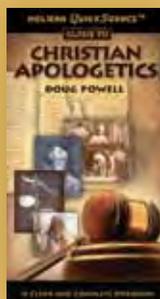
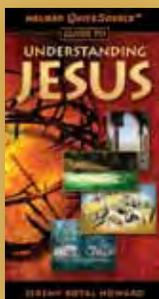
ORACLE ID 005174988

ANCHORING CHRISTIANS of all ages in the truths of Scripture.

The *Apologetics Study Bible* line features unique articles and contributions from modern day apologists, along with book introductions, study notes on "problem" passages, sidebars, and comparisons. The *Apologetics Study Bible for Students* includes dozens of articles collected from today's most popular youth leaders, along with 25 tactics against common anti-Christian arguments, 20 top five lists to help younger Christians remember key apologetics topics, notable quotes, and more.



ALSO The Holman QuickSource™ Guides



Learn more at ApologeticsBible.com.
Available at bookstores nationwide.

