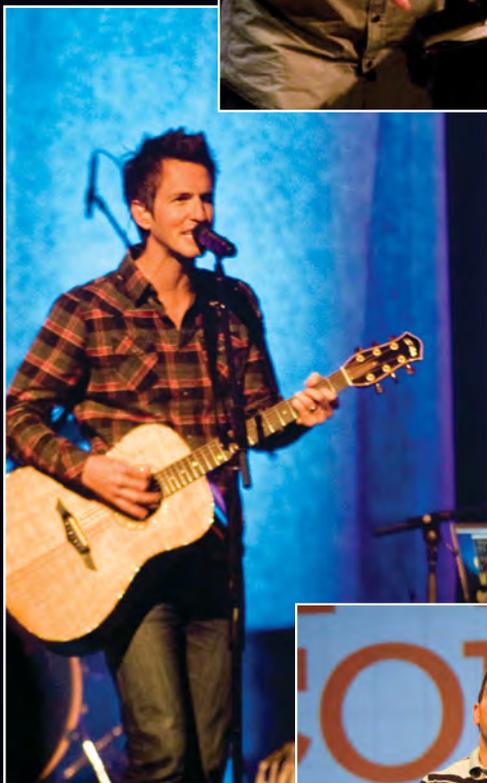


# FACTS *and* TRENDS

Summer 2011



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Cover photo: Conference speakers at Threads NOW young adult event

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# FROM MY PERSPECTIVE

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

## Five major trends for churches in America

**D**iscerning future trends can be difficult if not risky. If we miss a trend, we risk missing opportunities because we had our resources directed elsewhere. I am thus careful when I do trend projections. I am especially careful when I am projecting trends that will have a direct impact on the churches in America.

### The basis for the trends

The trends that follow were not created in a vacuum. Most the information is based on studies we have done at LifeWay Research. But much of this research provides us information and facts about today's realities. It does not offer certitude for future trends.

The process is analogous to weather forecasting. We can see all the ingredients that will likely cause a specific outcome. But those factors can change, so we can never say that we are 100 percent certain.

### Five major trends

Because most of the research that is the basis for these trends was related to American demographics, we must not extend the projections beyond our nation's borders. Nevertheless, it is possible that some of the research could have implications beyond American churches.

**1. Our nation will see the emergence of the largest generational mission field in more than a century.**

According to our current research, the Millennial generation, those born between 1980 and 2000, will have a very low Christian representation. Our estimates now are that only 15 percent are Christian. With a huge population of nearly 80 million, that means that nearly 70 million young people are not Christians.

**2. The dominant attitude of this huge generation toward Christianity will be largely indifferent.** Only 13 percent of the Millennials rank any type of spiritual matter



as important to their lives. They are not angry at churches and Christians. They simply ignore us because they do not deem us as meaningful or relevant.

**3. Senior adult ministries in churches will experience steep declines.** As the large Baby Boomer generation moves into their older years, they will resist any suggestion that they are senior adults, no matter how senior they may be. Unfortunately, many churches are slow to adapt to new realities. If they do senior adult ministry the way they've always done it, it will be headed for failure.

**4. The large Boomer generation will become more receptive to the gospel.** Our data is anecdotal for now, but we are seeing indications that the Boomers may actually become more interested in spiritual matters in general and Christianity specifically. If so, this trend will be counter to other trends where adults tend to become less receptive to the gospel as they age. The Baby Boomers have tried it all and found no joy. They may likely turn to the hope of the gospel.

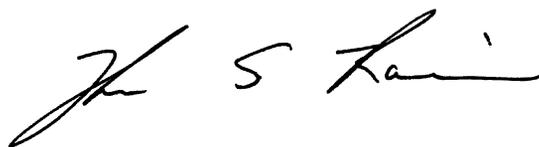
**5. Family will be a key value for both of the large generations.** For the Millennials, family is their most important value. Nearly eight out of ten of the Millennials ranked family as the important issue in their lives. They told us that they had healthy relationships with their parents who, for the most part, are Baby Boomers. Some churches say they are family friendly, but few actually demonstrate that value. Churches that reach both of these generations will make significant changes to become the type of churches that foster healthy family relationships.

### **The opportunity to respond**

We believe these trends may indeed become reality. They admittedly do focus only on two generations, but these two groups are the largest two generations in America's history. They cannot be ignored.

Trend projecting is a meaningless exercise if it fails to engender action. Ultimately each local church must determine where God is leading the congregation. In the case of the five trends noted here, the opportunities seem significant. May the response of Christians and churches be nothing less than radical obedience.

In His service,



### **MORE**

Follow more of Thom Rainer's thoughts on his blog: [ThomRainer.com](http://ThomRainer.com).

# Pastors divided on when to perform weddings

by David Roach

**A**merican Protestant pastors have widely varying standards for when they will and will not perform wedding ceremonies, according to a new survey by LifeWay Research.

The survey of 1,000 randomly selected Protestant pastors found that a majority (58 percent) will perform weddings for couples they know are living together. Nearly a third (31 percent) will not, and 10 percent are not sure.

The survey, which was conducted in October 2010, also found that only five percent of pastors will not perform a marriage ceremony if the bride or groom has been divorced. The majority (61 percent) will perform a ceremony for a divorced person “depending on the reason for the divorce” while 31 percent will perform a ceremony for a divorced person “regardless of the reason for the divorce.”

“Marriage is a much-debated topic today and we wanted to see how Protestant pastors handled marriage requests,” said Scott McConnell, director of LifeWay Research. “Like the churches they serve, their standards for whom they will perform marriages vary greatly.”

When it comes to cohabitating

couples, pastors who consider themselves mainline are more likely to perform weddings than those who consider themselves evangelical.

In response to the question, “When asked to do so, will you perform a marriage ceremony for a couple whom you know is living together?” 68 percent of mainline pastors say yes compared with 57 percent of evangelicals. Twenty-four percent of mainline pastors and 34 percent of evangelicals say no.

A minister’s level of education also reveals differences in pastors’ willingness to perform marriage ceremonies for couples who are living together.

A full 62 percent of pastors with at least a master’s degree will marry cohabitating couples while only 52 percent of those with a bachelor’s degree or less will perform weddings for couples living together before marriage. Twenty-nine percent of pastors with at least a master’s degree will not perform such ceremonies compared with 36 percent of those with a bachelor’s degree or less.

Mainline and evangelical pastors divide again on the issue of performing marriages for divorced people. In response to the question, “When asked to do so, will you

perform a marriage ceremony if the man or woman has been divorced?”:

- 41 percent of mainline pastors say, “Yes, regardless of the reason,” compared with 29 percent of evangelicals.
- 55 percent of mainline and 65 percent of evangelical pastors answer, “Yes, depending on the reason.”
- Only two percent of mainline pastors and five percent of evangelical pastors answer, “No.”

Pastors with graduate degrees (34 percent) are more likely to perform weddings for divorced people regardless of the reason for the divorce than are all other pastors (25 percent). Three percent of pastors with graduate degrees and seven percent without will not marry divorced people.

Pastors with a bachelor’s degree are the most likely group to perform weddings for divorced people depending on the reason for the divorce (71 percent). ■



# Protestant pastors oppose homosexual ‘marriage’

by David Roach

**M**ore than three-quarters of American Protestant pastors have a strong opposition to homosexual “marriage,” and a majority have strong opposition to civil unions.

These were findings from an October 2010 LifeWay Research survey of 1,000 randomly selected Protestant pastors.

In response to the statement, “I see nothing wrong with two people of the same gender getting married,” 77 percent of pastors strongly disagree. Six percent somewhat disagree, five percent somewhat agree and 10 percent strongly agree. One percent of pastors don’t know.

When the statement changes to, “I see nothing wrong with legal civil unions between two people of the same gender,” 61 percent of pastors strongly disagree. Nine percent somewhat disagree, 12 percent somewhat agree and 15 percent strongly agree. Three percent don’t know.

Once again, mainline and evangelical pastors are divided:

- 21 percent of pastors who consider themselves mainline strongly agree that there is nothing wrong with two people of the same gender getting married. Only five percent of pastors who consider themselves evangelicals strongly agree.

- 11 percent of mainline pastors and three percent of evangelicals somewhat agree that there is nothing wrong with homosexual marriage.

- Evangelical pastors (87 percent) are more likely than mainline pastors (57 percent) to strongly disagree that homosexual marriage is acceptable.

- 30 percent of mainline pastors strongly agree that there is nothing wrong with civil unions between two people of the same gender compared with nine percent of evangelicals.

Nineteen percent of mainline pastors and 11 percent of evangelicals somewhat agree that civil unions are acceptable.

- 67 percent of evangelical pastors and 38 percent of mainline pastors strongly disagree that homosexual civil unions are acceptable.

“Evangelical pastors are more convinced that marriages and civil unions between two people of the same gender are wrong,” said Scott McConnell, director of LifeWay Research. “Yet, it is surprising to note that mainline clergy are still mostly opposed to such marriages, perhaps in disagreement with the teaching or trend in many mainline denominations.”

Geography also shows differences in pastors’ acceptance of civil unions. Pastors located in the South are least likely to strongly agree (8 percent) and most likely to strongly disagree (70 percent) that homosexual civil unions are acceptable.

Pastors with graduate degrees are more likely than others to strongly agree that homosexual “marriage” (14 percent) and civil unions (21 percent) are acceptable. ■

---

*For both of these research studies the phone survey sampled randomly selected Protestant churches. Each interview was conducted with the senior pastor, minister or priest of the church called and responses were weighted to reflect the geographic distribution of Protestant churches. The completed sample of 1,000 phone interviews provides a 95 percent confidence that the sampling error does not exceed ±3.2 percent. Margins of error are higher in subgroups.*

# Fast paced and passionate, NOW wows young adults

by Polly House

If you know the format of the TED Talks, you'd have been ready for NOW.

Threads, LifeWay's young adult ministry area, gave 400-plus participants at the NOW young adult ministry conference 15 dynamic speakers, each with 20 minutes to drive home their points and their passion.

"Each speaker had 20 minutes – no more – to engage the audience," said Jason Hayes, LifeWay's young adult ministry specialist who doubled up as conference host and one of the speakers. He and LifeWay's Sarah Edwards coordinated the April 15-16 event.

NOW was a passion packed visual bash, giving the attendees everything from the personal testimony of a former drug dealer turned pastor to a lawyer who became CEO of an orphan-saving nonprofit to an author of books about the tough sayings of Jesus that make Christians go "Huh?"

The young adults in attendance defied the statistic that says 70 percent of young adults ages 23-30 stopped attending church regularly for at least a year between ages 18-22.\*

They not only go to church, but also go to Bible studies, Christian campus groups and

\*LifeWay Research



Michael Kelley. Photos by James Yates

out into their communities. These are the 20-somethings who celebrate their love relationship with Christ and their willingness to go anywhere and do anything He asks of them.

Unlike conferences where speakers may have up to an hour or more to tell their stories or make their points, the speakers/communicators at NOW had to get to the point, make the point and quit.

“This format is something that we thought would be embraced by young adults,” Hayes said. “They don’t want a lot of fluff. They want an in-your-face, direct, singular challenge. We designed NOW to do just that.”

Speakers came from across the country and brought Christ-centered messages that went straight for the heart.

### **Speakers included:**

**Jon Acuff**, author of “Quitter,” “Gazelles, Baby Steps And 37 Other Things Dave Ramsey Taught Me About Debt” and “Stuff Christians Like” blog and a member of the Dave Ramsey team in Franklin, Tenn.

**Ben Arment**, founder of STORY in Chicago, the Whiteboard Sessions and Dream Year, a 12-month process to help people achieve their God-given dreams; former innovation

director for Catalyst and author of “Church in the Making: What Makes or Breaks a New Church Before it Starts.”

**Jeremy Cowart**, celebrity photographer from Nashville, Tenn., and founder of Help-

**“They don’t want a lot of fluff. They want an in-your-face, direct, singular challenge. We designed NOW to do just that.”**

– Jason Hayes

Portrait, a worldwide movement of photographers using their time, equipment and expertise to give back to those less fortunate.

**John Croyle**, founder of Big Oak Ranch for children in Springville, Ala., and former University of Alabama National Championship defensive end.

**Mike Glenn**, senior pastor of Brentwood Baptist Church in Brentwood, Tenn., speaker and author of “In Real Time: Young Adult Ministry As It Happens,” the story of

BBC’s Tuesday night Kairos ministry to young adults.

**Robby Gallaty**, pastor of Brainerd Baptist Church in Chattanooga, Tenn., who was radically saved by the Lord from a drug and alcohol addiction eight years ago.

**Jen Hatmaker**, speaker at retreats, conferences and seminars for women from all denominations and backgrounds and author of eight books and Bible studies, including “Interrupted” and “A Modern Girl’s Guide to Bible Study” series.

**Jason Hayes**, speaker, author, strategist and ministry specialist for Threads, LifeWay’s young adult initiative; author of “Blemished,” “Follow Me” and coauthor of “Lost and Found.”

**Tami Heim**, brand development partner in The A Group, a tech, marketing, media and consulting firm in Brentwood, Tenn.; formerly executive vice president and chief publishing officer at Thomas Nelson Publishers and formerly president of Borders, Inc.

**Michael Kelley**, Bible study editor at LifeWay and author of “The Tough Sayings of Jesus,” “The Tough Sayings of Jesus II” and “Holy Vocabulary.”

**Aaron Keyes**, worship pastor at Grace Fellowship Church (outside

# Q&A with Jason Hayes

**A**fter the busy weekend of hosting the Threads NOW event April 15-16, event host Jason Hayes, LifeWay's young adult ministry specialist and a strategic leader of the NOW Conference, made time to answer some post-event questions:

## **What is the main thing you hope people walked away with from NOW?**

Our prayer is that young adults walked away empowered and equipped to serve God in this season of their life by maximizing the unique gifts and experiences that God has entrusted them with.

## **You had quite a variety of communicators on the platform – preachers, photographers, nonprofit heads, authors, etc. Why were these particular individuals chosen?**

Our goal in providing such a diverse line-up of speakers was to encourage attendees that God desires to use them in whatever context they may be – whether that means they're a missionary, a pastor, a school teacher, musician or whatever else.

## **Getting all these busy people together on one weekend must have been quite a feat. They apparently had a lot of buy-in of the event. Why did they carve time out of their lives to participate?**

We are very grateful for the participation of all our speakers. They were all fantastic. It was very obvious that each of them was passionate about the Lord, the concept of the conference and this young adult generation. I believe that's why they were all willing to participate.

## **The audience – a good mix of college students, young adults, ministry leaders and others – seemed to respond with a lot of passion to these speakers. Any predictions of what they might do now?**

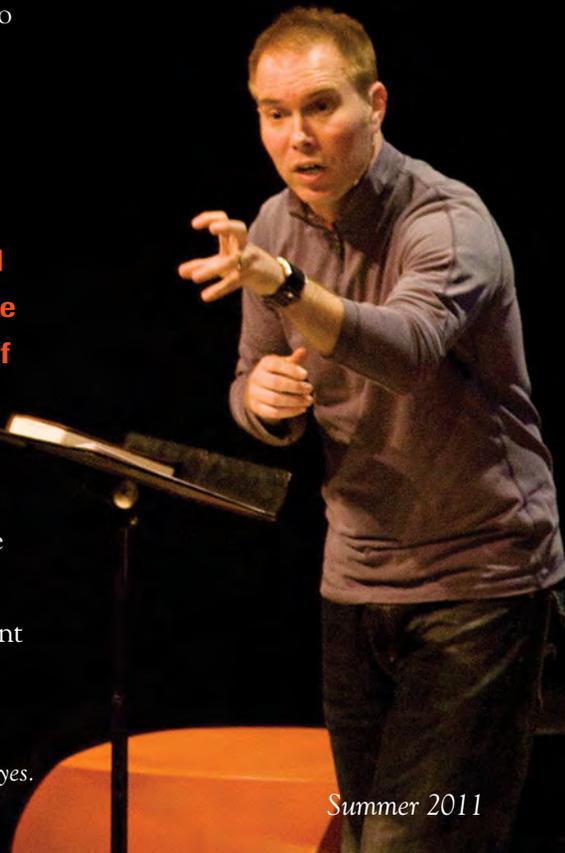
Our hope is that these young adults, whether college students or young professionals, will move forward in confident obedience towards a life of total commitment to Jesus.

## **What are some of the things coming up next for Threads?**

As for Threads, we'll continue our efforts to connect this generation to God and the church. In doing, this we'll seize every opportunity possible to speak into the lives of young adults and partner with those who are hoping to do the same. ■

### **MORE**

*The next Threads-sponsored event will be Collegiate Week Aug. 7-12 at LifeWay Glorieta Conference.*



Atlanta) for the past seven years.

**Joe Knittig**, CEO of the Global Orphan Project, a ministry of 45 gospel-centered children's villages in 14 countries, with more in the pipeline.

**Scott McDaniel**, vice president of creative services for Sony Music in Nashville, Tenn., who leads a creative team, overseeing artist imaging and all operations related to print and video creation.

**Matt Mooney**, founder of 99 Balloons, a nonprofit organization that works with special needs

children, families and orphans on a local and international scale.

**Ed Stetzer**, LifeWay's vice president of research and ministry development and LifeWay's missiologist in residence; contributing editor for Christianity Today and columnist for Outreach Magazine and Catalyst Monthly.

**Pete Wilson**, founding pastor of Cross Point Community Church in Nashville, Tenn., an eight-year-old church that reaches more than 4,000 people each weekend through its four campuses located around the metro



Ed Stetzer

Nashville area.

In addition to the speakers, young missionaries from the International Mission Board and North American Mission Board were there to spotlight the opportunities available for young adults to go minister to a hurting world. A number of other ministries also were present as exhibitors. ■



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# VBS 2012 celebrates God's awesome power

by Polly House

**G**od is awesome and has amazing power!  
“Amazing Wonders Aviation: Encountering God’s  
Awesome Power” is the theme for LifeWay’s 2012 Vacation  
Bible School.

Think vintage aviation from the 1930s and 40s:  
biplanes and bomber jackets.

Children, students and adult VBS  
participants will fly to some  
of the world’s greatest natural  
wonders as they encounter our  
awesome God and His amazing  
power. They will take off each  
day from the Amazing Wonders  
Aviation airstrip and visit some  
of the world’s most beautiful and  
marvelous God-made creations:  
Victoria Falls, the Northern  
Lights, Paricutin Volcano, the  
Great Barrier Reef, the Grand Canyon and the  
Matterhorn.

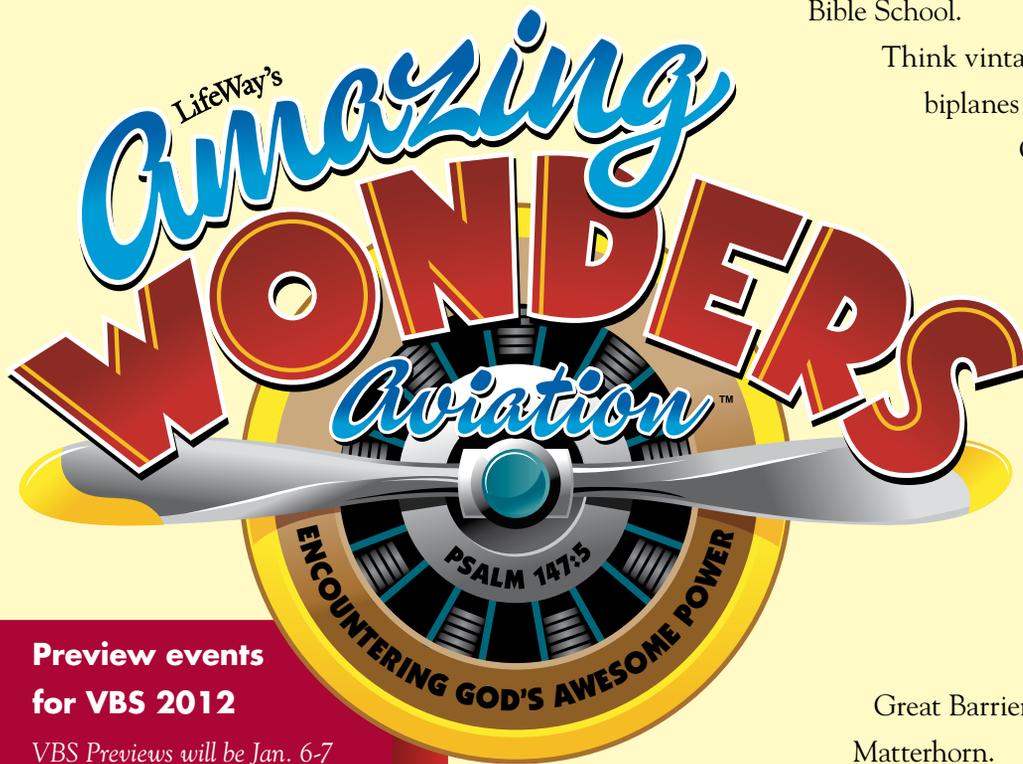
The June 6 announcement coincided with a live  
online VBS announcement event from Nashville, Tenn.,  
featuring Jeff Slaughter, creator of all things musical for LifeWay  
VBS; Jerry Wooley, LifeWay’s VBS specialist; and others who  
introduced the theme from a vintage airstrip/hangar.

“This year we changed things up a bit,” Wooley said. “In the past  
the VBS theme has been based on one location or idea. This year,  
the theme is based on six beautiful God-made natural wonders.”

Decorating will be easy because each location is the site of one of  
the rotations:

Bible Study at Victoria Falls – Located in Africa in both Zambia  
and Zimbabwe, it is the world’s largest waterfall based on width and  
height.

Missions under the Northern Lights – This natural phenomenon



## Preview events for VBS 2012

VBS Previews will be Jan. 6-7  
at LifeWay Ridgecrest Conference  
Center in North Carolina; Jan.  
13-14 at Travis Avenue Baptist  
Church in Fort Worth, Texas;  
Jan. 26-27 and 27-28 at LifeWay  
in Nashville, Tenn.; and Feb.  
17-18 at First Baptist Church,  
Kissimmee, Fla. Discounts are  
available for those who register  
early.



Jeff Slaughter and kids film portions of the VBS videos in front of a vintage Vultee Valiant BT-13. Photos by Kent Harville

can be seen from many places in the world, with gorgeous multicolored lights dancing across the nighttime sky.

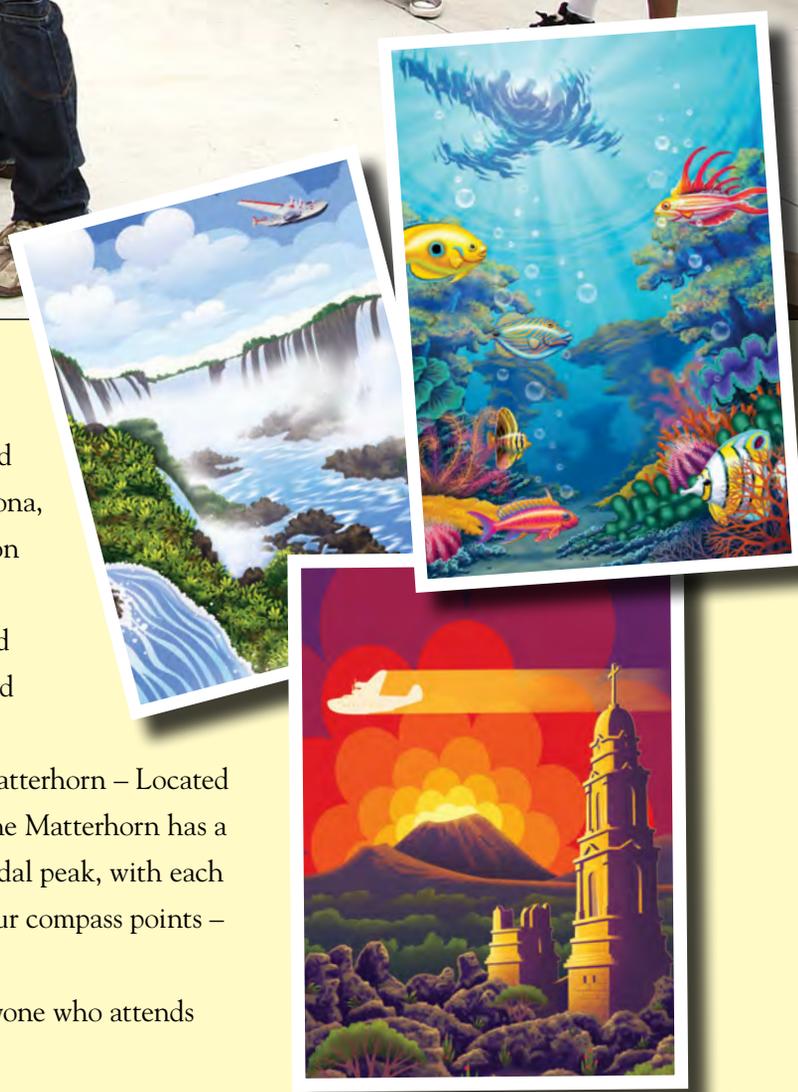
Snacks at Paricutin Volcano – This volcano in Mexico is the youngest volcano in North America and is considered a natural wonder because mankind witnessed its “birth.”

Crafts at the Great Barrier Reef – Found off the coast of Australia, the GBR is the largest coral reef system on the planet and hosts some of the most amazing and beautiful sea life anywhere.

Recreation at the Grand Canyon – Located in northern Arizona, the Grand Canyon is recognized for its overall size and beautifully colored landscape.

Music at the Matterhorn – Located in Switzerland, the Matterhorn has a four-sided pyramidal peak, with each side facing the four compass points – a real wonder!

“We want everyone who attends



**VBS Verse:**  
**Our Lord is great, vast in power;  
His understanding is infinite.**

Psalms 147:5 (HCSB)

**VBS Motto:**  
**Awesome God! Amazing Power!**



VBS to know the power of our awesome God,” Wooley said. “He has the power of create these awesome natural wonders, but He also has the power to make an awesome impact on our lives.

“We want them to know they can rely on God’s power to do whatever He wants them to do.”

VBS is one of the best evangelistic activities for the SBC. For 2009 (latest figures available), more than 25,000 churches hosted VBS. More than 2.8 million children, students and adults were enrolled and more than 88,000 people made professions of faith in Christ. ■

More information about 2012 VBS is available at [LifeWay.com/VBS](http://LifeWay.com/VBS). The website will be updated frequently.



The LifeWay crew films Jeff Slaughter teaching during one of the VBS music videos.



A photograph of Pastor David Platt speaking at a podium. He is wearing a dark polo shirt and jeans, with his arms raised in a gesture of prayer or emphasis. The background is a textured wall with warm lighting. Several spotlights are visible at the top of the frame.

# Simulcast reaches 50k people –

*LifeWay, DMI team up with  
Pastor David Platt to teach God's  
Word, pray for persecuted church*

*Above: David Platt*

**O**n Good Friday, more than 50,000 people participated in Secret Church, six intensive hours of biblical teaching and prayer for the persecuted church led by author and pastor David Platt of The Church at Brook Hills in Birmingham, Ala.

This special event is designed to call the church to greater awareness to biblical fidelity and build unity with the persecuted church worldwide. There have been nine prior Secret Church events, but after the first meeting The Church at Brook Hills was forced to start a reservation system due to the sell-out capacity.

The latest Secret Church event was simulcast by LifeWay and Disciple Making International (DMI), a nonprofit, Christian-equipping organization founded by Platt.

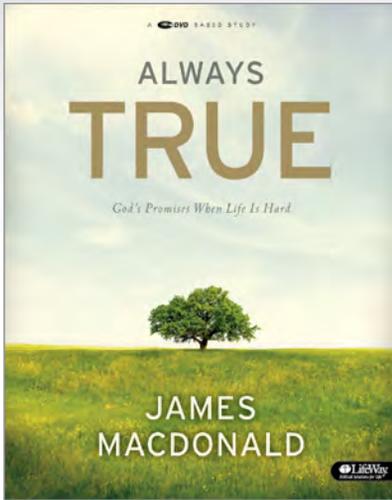
While thousands gathered live and on location at the church in Birmingham, about 50,000 people from 1,300 churches and

small groups participated via simulcast. They gathered in church sanctuaries, fellowship halls, living rooms, dorm rooms and LifeWay's Ridgecrest Conference Center to hear God's Word taught for six hours.

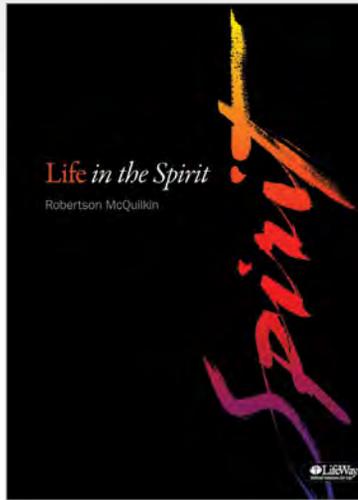
## **Secret Church origins**

Secret Church was born from Platt's experiences teaching in underground house churches throughout Asia. There, Platt experienced how Christians met in secret for fear of persecution. This awareness sparked a desire to transplant the urgency of sound gospel proclamation to congregants in his own church.

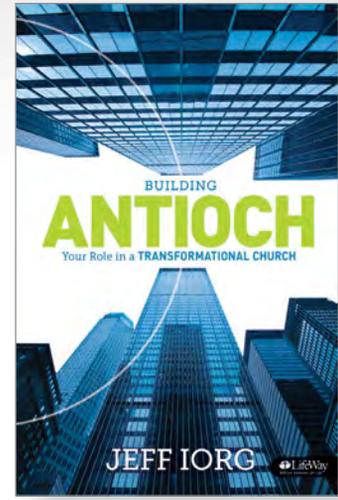
According to Platt, "We set up a Friday evening where we would gather from 6 p.m. until midnight for two main purposes: to worship through intensive study of the Word, and to identify with our persecuted brothers and sisters by praying intentionally for them.



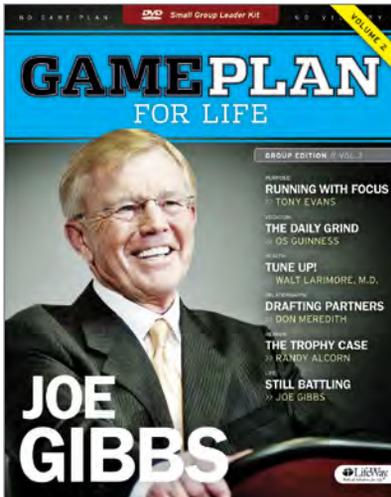
Understand the nature of God's promises—which are always true whether in good times or trials in the believer's life—through this six-session study.



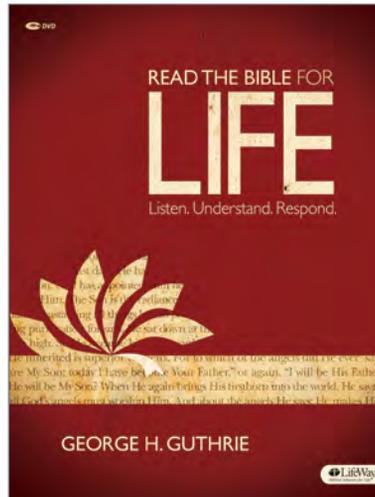
Discover the power and companionship available to every believer through this practical, Scripture-based course on the Holy Spirit.



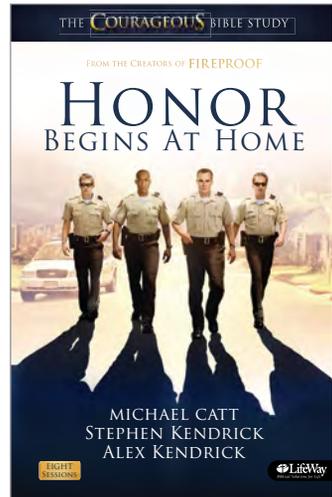
Use this six-session study to lead change in your church by inspiring change in the people of your church. A Transformational Church resource.



Help men discover six more key principles vital to living a victorious life from an NFL and NASCAR champion and several other noteworthy leaders.



Equip your group to understand the Bible and how its parts fit together and to appropriately apply its teachings to life.



Build on the message of the *COURAGEOUS* movie and create a new legacy of faith with this 8-session small group Bible study. Coming this fall.

# Biblical Solutions for discipling.

All of these new studies from LifeWay can help believers become stronger disciples. Of course, a foundational step is learning from the Word



of God. Scan the matrix barcode on the left with the QR code reader on your phone to learn more about understanding the Bible.



Just a simple six hours of straight teaching and prayer.

“People are hungry for the Word,” said Platt. “There’s really nothing special or creative about it. It’s just the study of the Word and then prayer for our persecuted brothers and sisters. The Word itself does the work. One of our goals in Secret Church from the beginning has been to study not just for our own sake, but for the sake of the nations.”

### LifeWay and Secret Church

Partnering with LifeWay for the simulcast was a way to share the message of Secret Church with churches all around the nation and the world, said LifeWay President Thom Rainer.

“We recognized that God was doing something big through Secret Church,” Rainer said. “We were also painfully aware that more and more people were being turned away from each successive Secret Church event. After much prayer and deliberation, we made the decision to simulcast the tenth Secret Church with the hope that God will use these resources well beyond the single event itself.”

Micah Fries, lead pastor of Frederick Boulevard Baptist Church in St. Joseph, Mo., said the turnout at his church for the simulcast went beyond his expectations.

“We anticipated a certain number of people showing up, but had many more than we expected,” he said.

“I attribute it to the hunger for rich

## “The Word itself does the work.”

— David Platt

theological training. Our churches have been defined, to such a great degree, by less and less theology over recent decades.

“Additionally,” Fries said, “I am encouraged to see pastors like David Platt taking the lead in developing theological depth among our people. It seems to me that for a long time, we’ve believed theology is best learned in the classroom, not the worship center. Secret Church proves that our people have that hunger and desire for the Word.”

Randy,\* a Southern Baptist worker among unreached peoples in Asia,

participated in the simulcast with members of his home church while on leave in the United States.

“This was a great event for me personally, because seeing the gospel spread to the last peoples on earth is what I’m passionate about and what moves me,” he said. “All the people who attended with me just finished a study on [Platt’s book] ‘Radical’ over the last three months. The one thing they walked away with was getting the big picture of the doctrines of salvation and how they all fit together within the big picture of the gospel and redemption.

“One person said that if our pastor preached all the content they received at Secret Church it would take six weeks of preaching,” Randy said. “They were so excited about it and wanted to know when the next Secret Church event was going to be held.” ■

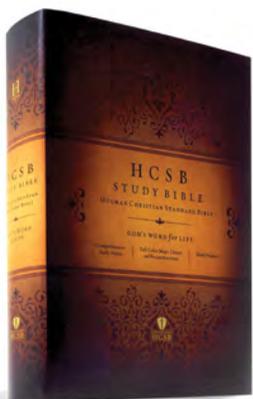
*\*Name withheld for security reasons.*

### DMI

DMI is a nonprofit, Christian-equipping organization based in Birmingham, Ala., that was formed to awaken a passion for the glory of God in all nations by encouraging and equipping Christians and churches to accomplish the Great Commission.



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# LifeWay seniors' event features loud music, loud crowd

by Polly House

**T**he music was loud, and so was the crowd! Clapping, cheering, singing and waving their arms in the air along with their favorite groups.

No, this wasn't a teenage crowd rocking out to Skillet, Lacrae or the David Crowder Band. It was a sold-out event of about 1,000 senior adults getting down with the likes of Guy Penrod, Squire Parsons and Paid in Full.

They came from 20 states on April 6-7 to Nashville, Tenn., to the 2011 Music City Gospel Singing event hosted by LifeWay Christian Resources of the Southern Baptist Convention.

The event began with the Peasall Sisters, three young women best known for their songs on the soundtracks of the movies "O Brother Where Art Thou" and "True Grit."

Comedian singer/musician Aaron Wilburn spoke of his long marriage to his wife and the love they have for each other. He did say, though, that another woman has caught his eye.

"The only time in my married life I have ever thought I might have married the wrong woman is when I saw Paula Deen. It wasn't her pretty hair or pretty smile. It was because this woman puts a stick of butter in everything!"

Three groups – Paid in Full, Tribute and Three Bridges – brought the audience to their feet with their classic

Southern gospel performances.

Mike Harland, director of LifeWay Worship, moved some audience members to tears during a patriotic moment, honoring all attendees who had served in the military or had family members currently serving. Sadly, many stood when family members of military service men and women who had died in the line of duty were honored.

After seeing so many stand, the singing of "America the Beautiful" took on a sacred tone.

Attendees were treated to a ride on Nashville's famous General Jackson riverboat down the Cumberland River. Singer Jason Catron and musicians Bruce and Lisa Wethey performed during the cruise.

Guy Penrod, a crowd favorite, focused on love and family. At one point, his wife, Angie, joined him on stage. When he discovered a couple in the audience – Delbert and Thelma Butts – who had been married 68 years, he asked for their secret. To Penrod's delight, Delbert Butts answered, "Keep the magic going."

LifeWay President Thom Rainer welcomed the crowd to LifeWay and reminded them to "wake up, look up and get up" to see what God will do.

"Wake up to His power; look up at what all He has to offer; and get up and serve Him more than you've ever served Him before," he said.

The event ended with a performance by gospel music legend Squire Parsons. Parsons



Guy Penrod performs.  
Photos by Kent Harville

## UPCOMING EVENT

The 2012 River City Gospel Singing will be April 30-May 1 in Chattanooga, Tenn., at the Chattanooga Choo Choo Hotel. More information about this event and others for senior adults can be found at [LifeWay.com/SeniorAdults](http://LifeWay.com/SeniorAdults).



Mary Dolihite, center, from Castleberry, Ala., laughs and claps at comic Aaron Wilburn during the Wednesday evening session.

talked about his recent diagnosis of leukemia and how he has felt God's touch in a powerful way. He performed "I'm Still Here," a new song born out of the experience.

"The Gospel Music Singing event is just so much fun," said LifeWay's Deborah Burnett, coordinator of the event. "The people who come are ready for a good time. They know these songs and these groups and really love them. It sells out just about every year because of the enthusiasm of the ones who come for the gospel music." ■

## Couple's early anniversary gift is trip to Nashville for Gospel Singing

Vic and Doris Wilson will have their 46th wedding anniversary in August, but the couple decided to celebrate early with a trip to Nashville.

"We saw an advertisement about this Gospel Singing event in our Open Windows (LifeWay's daily devotional magazine)," Vic said. "We both love gospel music, so I asked Doris if she wanted to go to Nashville in April."

"I thought that sounded great," Doris said. "I think of Nashville as country music, but there is all kinds of good music here."

The time of year made a difference too.

The Wilsons live in Lake City, Fla., and August is hot.

"I don't like to get out when it's so hot," Doris said. "August is an awful time to travel, but we knew April would be cool. Spring is such a pretty time of year. So, we decided to just celebrate early!"

This was the first time for the Wilsons to attend a LifeWay gospel singing event, but both said it won't be their last.

"We have had such a wonderful time," Vic said. "Just loved every minute of it. We have met some really great people."

An added plus for Vic, a long-time Sunday school teacher at Wellborn Baptist Church, was he was able to see where his Sunday school materials come from.

"I don't teach out of anything but LifeWay material," he said. "It's good solid Bible teaching with lots of helps for the teachers. A teacher has to study and prepare to do a good job, but the LifeWay material lets you know how to do that. Now I've seen where it comes from." ■

# Pancakes and prayer: lives changed at BeachReach

article and photos by Russ Rankin

The young man showed up an hour early at the Panama City Beach bowling alley, and shyly said he had come for the free pancake breakfast. Looking tired and a bit disheveled, he sat slouched against the building, squinting in the rising Florida sun and eyeing the laughing, bustling volunteers flipping pancakes and preparing for the day's visitors.

Like most kids on Spring Break in Panama City Beach, the young man had stories that began to spill out when he was engaged by

students – students on mission with BeachReach. His friends were in constant party mode. He had been in fights. He came from a broken home. He was tired of it all. He had remembered receiving a card on the beach advertising a free pancake breakfast at the bowling alley and

had walked four miles that morning to get there.

When the thousands of college students and young adults converge on America's beaches every Spring Break, local residents and anyone else not associated with the party scene will stay away from the beaches until the raucous festivities run their course.

But for nearly 15 years BeachReach (a ministry of LifeWay's Threads young adult area) has been a place for collegiate ministry groups to engage in a unique mission experience of combining service with hands-on evangelism.

During each of the two weeks of Spring Break in 2011 about 450 college students from all over the nation converged on Panama City Beach for the purpose of ministering to their peers.

"Beach Reach is such a front-line ministry," said Sarah Edwards, part of LifeWay's training and events staff and coordinator of BeachReach. "It's one of LifeWay's best events because we're mobilizing college students by the thousands, immersing them in a ministry laboratory among their peers who aren't living for Christ and giving them an opportunity to impact their peers with the love and compassion of Jesus."

The process is straightforward: Each morning, students serve free pancakes cooked up on a mobile kitchen by volunteers from the Georgia Baptist Disaster Relief team and engage their peers in friendly, pointed conversation that – more often than not – leads to topics such as grace, hope, forgiveness, self-worth and redemption.

As night falls, Panama City Beach puts on its other skin and the main beach road converts into one noisy, pulsating party as college students meet at dance clubs and bars after a day of soaking in the sun.



*Alma Daugherty, a Georgia Baptist volunteer from First Baptist Church, Atlanta, takes a break to hug a BeachReach student while Tom Daugherty watches Suella Jones of Warren Baptist Church, Augusta, pour another batch of pancakes.*



*Volunteer Rachel Moore from First Baptist Church, Bryan, Texas, promotes the BeachReach free pancake breakfast with the help of Billy Luke, a student at Spring Arbor University in Spring Arbor, Mich.*

For the BeachReachers, the nighttime is when their action begins as well. After a time of corporate worship and inspiring teaching, groups divide into a variety of strategic assignments.

Some groups walk the strip to prayerwalk and look for opportunities to engage people in conversation. Another group works a high-tech command center, taking calls from Spring Breakers looking for rides. The bulk of the BeachReachers divide into their 15-passenger vans to provide Spring Breakers a free and safe ride during the evening.

When the van doors open, the BeachReachers have to be ready for anything.

“You get two types of people getting on the vans at night – those who are all excited about getting to a party and then there are those girls who are scared and see the van as a safe haven,” said Rachel Moore, who came to BeachReach for the first time four years ago as a student at Texas A&M University. This year she returned as one of the collegiate leaders of a group of 63 from First Baptist Church, Bryan, Texas.

“It can be scary,” she said. “They’ve come to the beach with these dreams



*Leigh Milner engages a van rider after answering a call to pick up a group of students. Milner and her husband, Garrett, helped a team from FBC Bryan, Texas.*

**“Most are open to sharing with us and appreciate that we are actually interested in spending a few minutes climbing into their story.”**

*– Josh Tual, junior at Texas A&M*

of fun partying with no parental distraction, but then they realize that it’s not what they came expecting. It breaks your heart to see that, but that’s why we need to be here.”

Cruising slowly down the main drag one night, Moore’s Texas A&M teammates prayed fervently that they would have the opportunity to share Christ’s love in a clear, relevant way with their passengers.

“This type of ministry and outreach involves an intense amount of spiritual warfare,” said Garrett Milner, ministry associate in the FBC, Bryan college department and who this evening was driving the van for this team. “The first night we go out, you can see our students are a bit apprehensive. But all it takes is that

first conversation. By the end of the week they can’t wait to get in the vans at night for the ride ministry.”

Milner’s wife of eight months, Leigh, sat beside him serving as navigator – receiving command center calls relaying pick-up instructions. Throughout the night, Leigh also multitasked with her cell phone, sending prayer requests via text messages that were being shown in real-time in the prayer room.

In the back of the van, BeachReacher Josh Tual, a junior at Texas A&M, said the confines of the van are disarming.

“No matter what they’re like when they climb in the van – happy, mad or drunk – you can see that so many of these students out here are feeling insecure, lost and lonely,” Tual said. “Most are open to sharing with us and appreciate that we are actually interested in spending a few minutes climbing into their story.

“It’s very real to me that we only have a few minutes, so the intentionality of presenting Jesus in a real way is so important,” he said.

Edwards said that while BeachReach “is such a successful and rewarding event for LifeWay because of the planning and participation, the significant thing is so beyond what

we can do. It really is a movement of God.”

Mark Mangrem, pastor of Connect Church in Arlington, Texas, and speaker for both weeks of BeachReach, has been coming to BeachReach for 12 years, even though his first year was supposed to be his last.

“I had just become student pastor at a church; the college group was scheduled to go to BeachReach, but I had my own ideas for what we should do,” he explained. “But since it was too late to cancel we went ahead and

came but with the understanding that I would be changing the missions focus the next year.

“God did a major work in me at BeachReach,” he confessed. “He got me out of my comfort zone and gave me a heart for lost people that I did not have before. As a result of our participation, our student ministry just exploded, and I’ve been back ever since.”

Mangrem explained that the best byproduct of BeachReach is that students return to their campuses with a sense of urgency to share the

gospel on their campuses. Mangrem also said he planted his church in 2003 based on the approach taught at BeachReach.

“It’s all about the intentionality of reaching lost people,” he said. “The people who had been to BeachReach before who helped plant the church just got it; it clicked, and that is our approach at church. BeachReach is about an intentional investment with the gospel.” ■

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# Union, LifeWay, Platt focus on biblical literacy

by Russ Rankin

**S**tanding before the nearly 700 attendees of the Read the Bible for Life conference, George Guthrie rattled off a series of staggering facts about the Bible:

– 25 million copies of the Bible are sold in the United States annually.

– Nine out of 10 homes in the U.S. have a Bible.

– More than 400 million copies of all or part of the Bible are distributed through Bible societies each year.

Despite what would appear to be a Scripture saturation of biblical proportions, “The No. 1 predictor of spiritual maturity (according to a study by LifeWay Research) is reading the Bible on a daily basis [but] only 16 percent of churchgoers read the Bible daily and 25 percent of churchgoers don’t read the Bible at all,” said Guthrie, host of the April 15-16 conference held at Union University in Jackson, Tenn.

“This means that more than 50 percent of people who come through the doors of our churches on a regular basis only read their Bibles occasionally, perhaps one or two times per month, if at all,” he said. “Even more sobering, only 37 percent of those who attend church regularly say that reading and studying the Bible has made a significant difference in the way they live their lives. Only 37

percent.”

This alarming lack of biblical literacy is what led Guthrie to write “Read the Bible for Life: Your Guide to Understanding and Living God’s Word,” published in January 2011 by B&H Publishing Group, LifeWay’s trade publishing arm. Guthrie, who serves as the Benjamin W. Perry

**“... only 16 percent of churchgoers read the Bible daily and 25 percent of churchgoers don’t read the Bible at all.”**

– *George Guthrie*

Professor of Bible at Union University, compiled the book as a series of conversations about how to study the Scriptures in a meaningful way.

The “Read the Bible for Life” book is the just the first component of what has become the Read the Bible for Life initiative spearheaded by LifeWay in partnership with Union’s R.C. Ryan Center for Biblical Studies. Other components include a nine-week small-group video curriculum and readers’ study guide. In Fall 2011, LifeWay will release a Holman Christian Standard chronological study Bible in support of the initiative.

“Dr. Guthrie’s book could not have come at a better time for individuals and churches looking for ways to know God more intimately and be transformed by His Word,” said Brad Waggoner, LifeWay’s executive vice president. “George Guthrie is one of the world’s leading scholars. His bent for scholarship did not remove him in any way from his passion for the local church. He desires for the Word of God to transform His people; that is the key to this emphasis.”

The reading and study material is aimed to accomplish two things: to help people learn to read the parts of Scripture well, so they know how to engage a psalm, an Old Testament story, or a parable and applying the Word in specific, life-changing ways; and to help people understand how the Bible fits together so they can understand their place in God’s story.

At its core, Guthrie explained, the Read the Bible for Life initiative seeks to change the processes for how followers of Christ interface with the Bible by understanding the dynamics of the overarching “grand narrative” of Scripture.

The road to Scripture literacy goes beyond telling people they need to get in the Word and have a devotional time, Guthrie said.

“First, we need to look at processes

in the local church and not just programs of the moment,” he said. “We need to read and teach people how to read Scripture more effectively and meaningfully. And we need to get into the grand story of Scripture – individually and as a community.

“By doing this, people will begin to realize that ‘this is my story, and it has implications for my life.’ This coordinated attempt at changing patterns and processes of interacting with Scripture is a way to help the church be the church and learn to read the Bible well,” Guthrie said.

David Platt, senior pastor of The Church at Brook Hills in Birmingham, Ala., preached three plenary sessions at the conference at Union and also sat on a Q&A panel with Guthrie and musician and author Michael Card. Platt, author of the New York Times best-seller “Radical,” revealed that Guthrie’s material played an crucial role in his church’s yearlong “Radical Experiment.”

Over the course of a year, Brook Hills members were challenged to radically change their modus operandi by praying for the entire world, reading through the entire Bible, committing to multiplying community fellowship groups,

sacrificing finances for a specific purpose and giving time in another context.

As a working laboratory for the Read the Bible for Life teaching material and reader’s guide, Guthrie said he worked a couple of months ahead of the church’s schedule to produce reader’s guide material as Platt preached chronologically through the Bible.

“We walked through the story of Scripture from cover to cover testing out the Read the Bible for Life curriculum,” said Platt. “To see the Word come alive through this material and through our church was incredible. As a pastor I’m indebted to this.”

Guthrie said the Read the Bible for Life curriculum “is a ministry of service. It is our greatest desire to come alongside others to help them in their faith.”

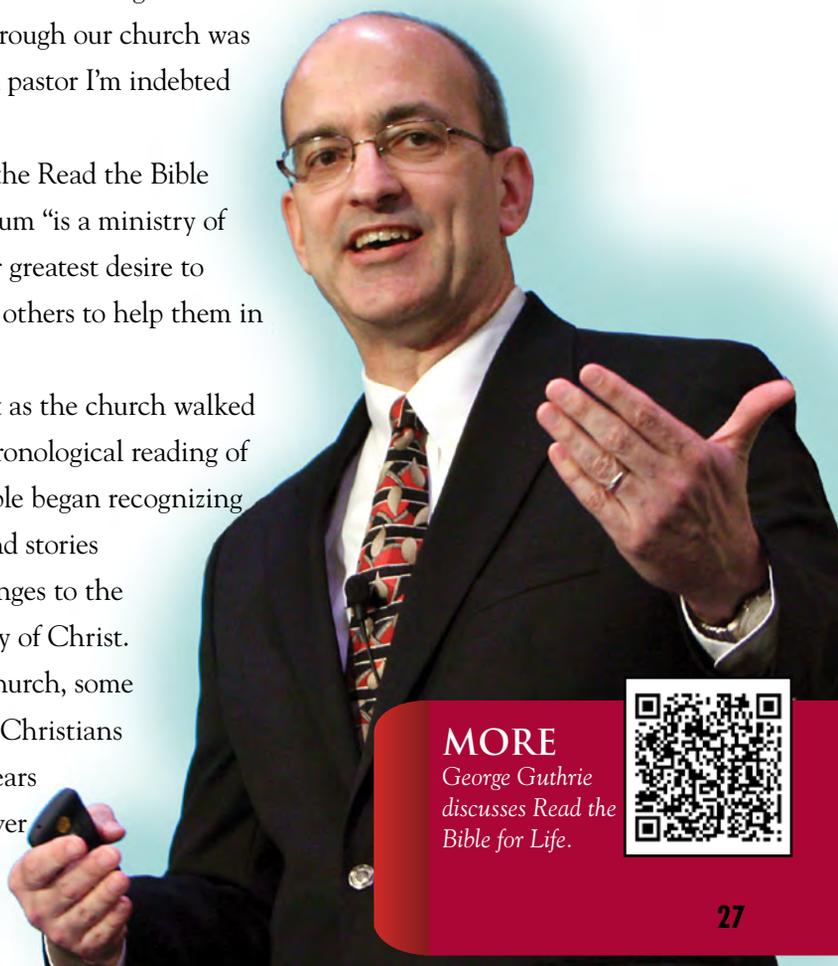
Platt said that as the church walked through the chronological reading of the Bible, “people began recognizing key messages and stories that serve as hinges to the redemptive story of Christ. People in our church, some who have been Christians for 20 and 30 years are saying ‘I never

knew how this all fit together.’

“As you unpack the grand narrative of Scripture, you start to realize that the God of Peter, James and John; of Isaiah, Moses and Abraham is your God,” Platt said. “To have your eyes opened to the fact that God, the consuming fire on the mountain is the same God we meet with ... it takes our daily routine up to such a higher level when we realize we are a part of something so much greater; a grand story of redemption.” ■

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*Components of the Read the Bible for Life initiative can be previewed at [ReadtheBibleforLife.com](http://ReadtheBibleforLife.com).*



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## B&H PUBLISHING GROUP

### "A Theology for Family Ministry"

edited by Michael J. Anthony and Michelle Anthony, foreword by Ken Canfield

What was once simply referred to as a nuclear family in North America has morphed into labels such as non-traditional families, fragmented families, single-parent families, gay-partner families, blended families and beyond.

With thoroughly researched input from a broad team of family experts, the book advises church and ministry leaders on how to make biblically and philosophically informed choices when reaching out to adults and children within these shifting paradigms. Emphasis is placed on what the Scriptures teach about the composition of the home, followed by discerning and hope-filled strategies for helping all families.

Releases July 1. Product #978-08054-6421-4. Hardcover. \$34.99

### "Church Administration: Creating Efficiency for Effective Ministry," second edition

by Robert H. Welch

For churches and religious nonprofit operations, the business of business is not business – it is ministry. Still, such institutions have to make plans and accomplish specific tasks. This second edition of "Church Administration" helps pastors and church staffs become effective and efficient leaders, managers, and administrators. Topics include: administration documents, organizing the church, administering personnel resources, financial

resources, physical resources, and administering risk management.

Releases July 1. Product #978-1-4336-7377-1. Paperback. \$29.99

### "Reasons for Our Hope: An Introduction to Christian Apologetics"

by H. Wayne House and Dennis W. Jowers

In the light of the threats posed to Christianity by militant Islam, intolerant secularism and misinformation, the necessity of informed and articulate defense of the Christian faith today can hardly be contested. The book's 31 chapters are divided into four sections: apologetics methodologies and systems, apologetics in Scripture and in history, apologetic problems and how to use apologetics in engaging the world.

Releases Sept. 1. Product #978-0-8054-4481-0. Hardcover. \$39.99

### "The Great American Awakening: Two Years that Changed America, Washington, & Me"

by Jim DeMint

Following his New York Times best-seller, "Saving Freedom," U.S. Senator Jim DeMint's "The Great American Awakening" chronicles the time from the presidential election of 2008 through the mid-term elections of 2010. Untold insider views of the controversial stimulus bill passage, corporate takeovers, political paybacks and moral decay will motivate citizens to reclaim their

government.

"The Great American Awakening" champions the American people to realign politics in this nation.

Releases July 4. Product #978-1-4336-7279-8. Paperback. \$14.99

### "The Great Commission to Worship: Biblical Principles for Worship-Based Evangelism"

by David Wheeler and Vernon M. Whaley

"The Great Commission to Worship" looks closely at the intertwining relationship between worship and evangelism as the

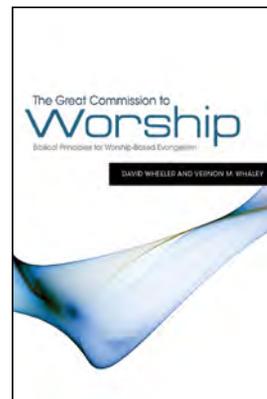
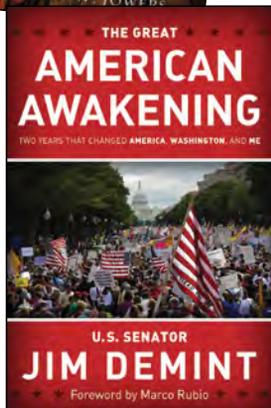
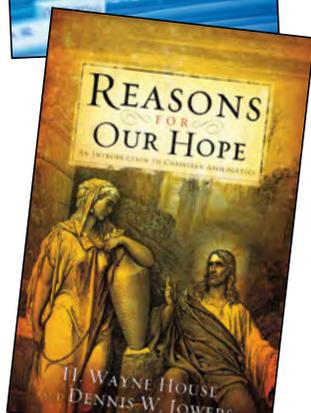
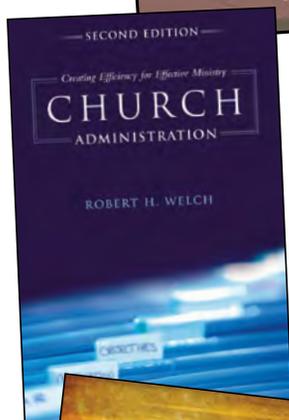
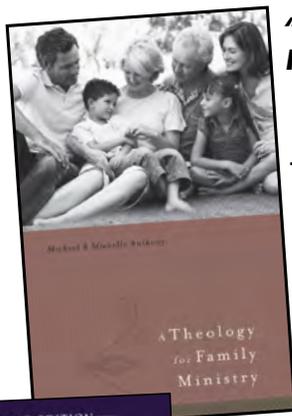
foundation for the fulfillment of the Great Commission. Authors David Wheeler and Vernon Whaley cite Scripture to explain the mandate of worship and the Great Commission and then show how worship – is formational, transformational, relational, missional, commissional and reproducible.

Releases Aug. 1. Product #978-1-4336-7237-8. Paperback. \$19.99

### "Truth Considered and Applied: Examining Postmodernism, History and Christian Faith"

by Stewart E. Kelly

For philosophy and theology students, "Truth Considered and Applied" examines the leading theories of truth in relation to postmodernism, history and faith. Author Stewart E. Kelly defends Christianity in the face of postmodernist challenges that



would label such religious faith as merely one version of truth among many in pluralistic world.

Releases Aug. 1. Product #978-0-8054-4958-7. Paperback. \$29.99

**“Courageous Living: Dare to Take a Stand”**  
by Michael Catt

In the new film “Courageous” (from the makers of “Fireproof”), four police officers are confident and focused when it comes to danger on the job. But leading their families at home in a God-honoring way? That takes courage.

Because it is important to take a faithful and fearless stand in so many areas of life, pastor and “Courageous” executive producer Michael Catt offers “Courageous Living” as a closer look at biblical themes and characters that inspired the greatly anticipated movie.

Releases Sept. 1. Product #978-1-4336-7121-0. Paperback. \$12.99

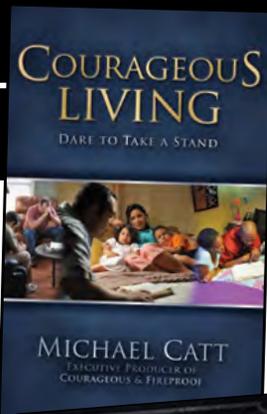
**“The Resolution for Men”**

by Stephen and Alex Kendrick with Randy Alcorn

“The Resolution for Men” is the inspiring book born out of the new film, “Courageous.” Fathers influence upon their children and society is immeasurable. “The Resolution for Men” challenges men of all ages to be bold and intentional about their responsibilities as leaders of their homes, marriages and children.

Written by Stephen and Alex Kendrick, screenwriters of “Courageous” and authors of New York Times No. 1 bestseller “The Love Dare,” “The Resolution for Men” strategically inspires men to reconcile with their past, re-engage in the present by taking full responsibility for their wives and children, and then move forward with a bold and clear resolution for the future.

Releases Sept. 1. Product #978-1-4336-7122-7. Paperback. \$14.99



**“The Resolution for Women”**

by Priscilla Shirer, foreword by Stephen and Alex Kendrick

Written in partnership with Sherwood Pictures’ upcoming film, “Courageous,” in “The Resolution for Women,” popular speaker and author Priscilla Shirer challenges all women to be intentional about embracing God’s beautiful and eternal calling on their lives.

Like the men in the movie who resolve to fully accept their responsibilities before God, Shirer explains how today’s women can and should live out their own resolution. It is “a defining banner that hangs over your life, written in the ink of your own choices.” A woman’s banner should reflect her desire to be completely Christ-centered.

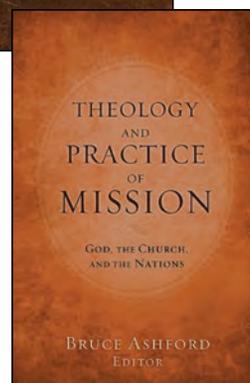
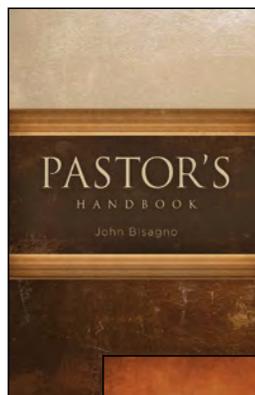
Releases Sept. 1. Product #978-1-4336-7401-3. Paperback. \$14.99

**“Pastor’s Handbook”**

by John R. Bisagno, foreword by Rick Warren

“Pastor’s Handbook” is a major expansion and revision of author John Bisagno’s previous work, “Letters to Timothy,” which collected more than 100 brief chapters of practical insight for handling real life pastoral issues. “Pastor’s Handbook” adds helpful entries on such issues as “The Seeker Friendly Church,” “Multiple Campuses,” “New Media,” “Internet Pornography,” “The High Cost of Overnight Change,” “Christianity and Islam” and several more topics. He also refreshes several of the original chapters, factoring in new world issues and his survey of pastoral colleagues.

Releases Sept. 1. Product #978-1-4336-7149-4. Hardcover: \$24.99



**“Theology and Practice of Mission: God, the Church and the Nations”**

edited by Bruce Riley Ashford

Theology disconnected from mission is not Christian theology at all. The pastors, professors and missionaries writing “Theology and Practice of Mission” provide a clear biblical-theological framework for understanding the church’s mission to the nations. Toward that goal, the book holds three major sections: God’s mission, the church’s mission, and the church’s mission to the nations.

Releases Sept. 1. Product #978-0-8054-6412-2. Paperback. \$25.99

**“The Man in the Middle: An Inside Account of Faith and Politics in the George W. Bush Era”**

by Timothy S. Goeglein

Timothy Goeglein spent nearly eight years in the White House as President George W. Bush’s key point of contact to American conservatives and the faith-based world.

But when a plagiarism scandal prompted his resignation, Goeglein was shown remarkable grace by the President.

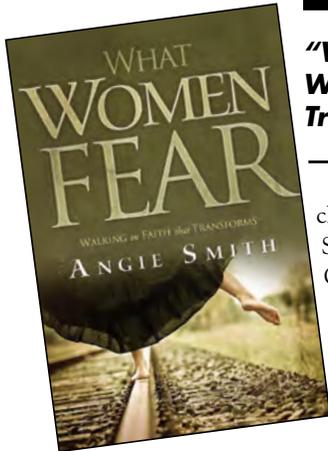
So begins “The Man in the Middle,” Goeglein’s unique insider account of why he believes most of the 43rd President’s in-office decisions were made for the greater good and how many of those decisions could serve as a blueprint for the emergence of a thoughtful, confident conservatism. Goeglein gives behind-the-scenes accounts of key events during that historic two-term administration, reflecting on the Bush years.

Releases Sept. 15. Product #978-1-4336-7288-0. Hardcover. \$19.99



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## **“What Women Fear: Walking in Faith that Transforms”**

by Angie Smith

A woman's faith in God is challenged by the first question Satan asks Eve in the Bible: “Did God really say you can't eat from any tree in the garden?”

The story that unfolds breeds a concept of fear still haunting each of us on some level every day – the idea that our actions could ruin something beautiful.

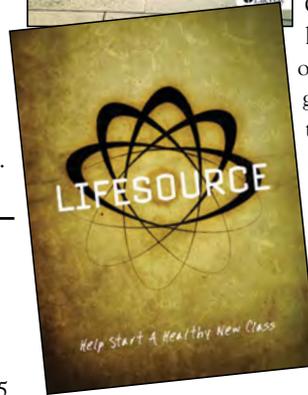
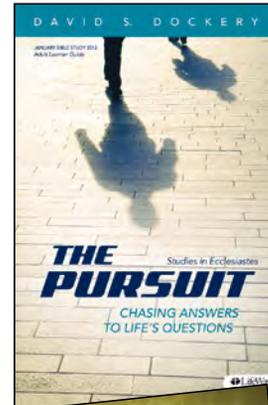
In “What Women Fear,” writer and speaker Angie Smith blends her own experiences with those in Scripture to help us start dealing more effectively with these true, human emotions.

Releases Sept. 1. Product #978-0-8054-6429-0. Paperback. \$14.99

## CHURCH RESOURCES

transformational church. It was characterized by spiritual power, discipleship, generosity and a missional mindset that impacted the future direction of the early church. The goal of this study is to inspire church members to do their part to make their church a transformational church. Six sessions. Released in May.

Member book, LifeWay product #0-0537-1693, \$11.95; DVD leader kit, LifeWay product #0-0537-1694, \$59.95



challenging questions that we face in life in a very realistic way, remind us what life is really like when we choose the pattern of this world rather than what God has to give, help us develop an everyday theology that shows us how to shape a Christian world view in light of the challenges of secularism, serve as a guide for us as we seek to learn how to engage culture in an effective way, and enable us to see afresh our need for the gospel of Jesus Christ. Seven sessions. Released in May.

Learner guide, LifeWay product

#0-0524-5459, \$6.95; Leader guide with CD-ROM, LifeWay product #0-0524-5460, \$12.95

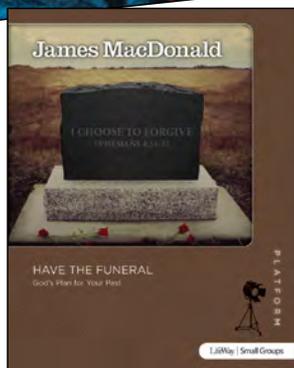
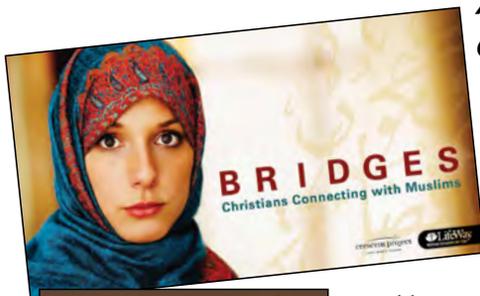
## **“Bridges: Christians Connecting with Muslims”**

by Fouad Masri

This study equips believers to share their Christian beliefs with their Muslim

neighbors with compassion and understanding. It lead participants to learn to bridge the gospel, understand the New Testament's credibility, understand Jesus' sacrifice and more. Six sessions. Released in May.

Member book, LifeWay product #0-0527-1666, \$9.95; DVD leader kit, LifeWay product #0-0518-9799, \$49.95



## **“Have the Funeral”**

by James MacDonald

This fourth release in the popular Platform Series explores the process of forgiveness – from the biblical definition all the way to the official burial of our unforgiveness and life thereafter. It defines forgiveness as “the decision to release a person from the obligation that resulted from injury.” From the pulpit he explores the nuances of forgiveness, common rationalizations of unforgiveness and the fallout of failing or refusing to forgive. Six sessions. Released in May.

Study guide, LifeWay product #0-0537-1572, \$7.95; DVD leader kit, LifeWay product #0-0537-1571, \$24.95

## **“LifeSource: Start a Healthy New Class”**

This low-cost, video-driven curriculum equips your church to start new classes when you need to – whether you have a teacher enlisted yet or not. All you need is a group, a DVD player and a facilitator. But even beyond the Bible lesson, LifeSource provides training for the group and for potential strong leaders. 13 sessions. Released in May.

Learner guide, LifeWay product #0-0544-4474, \$4.95; DVD leader kit, LifeWay product #0-0537-1609, \$39.95

## **“Building Antioch: Your Role in a Transformational Church”**

by Jeff Iorg

The church at Antioch introduced in Acts 11 was a

## **“The Pursuit: Chasing Answers to Life's Questions” (January Bible Study 2012)**

by David S. Dockery

Based on the book of Ecclesiastes, this study will raise the most

## **“The Ultimate Action Hero: Jesus in the Book of Mark”**

by Alan Danielson and Darren Currin

This 21st release in the Life Connection series takes group

members on a journey through the book of Mark. This practical, hands-on experience has been created to take groups to the next level of missionality by teaching them how to be a group of action in the same way Jesus was a man of action. Drawing from the words and action of Jesus, "The Ultimate Action Hero" dares groups to become more. Includes both on-campus and off-campus discipleship experiences. 13 sessions. Released in May.

*Group member, LifeWay product #0-0537-1692, \$6.99; Group leader, LifeWay product #0-0537-1691, \$13.95*

**"Always True: God's Promises when Life is Hard"**  
by James MacDonald

James MacDonald's personal struggles led him to a crisis of belief where he discovered that God's promises are always true – that we can trust God to be faithful to His Word.



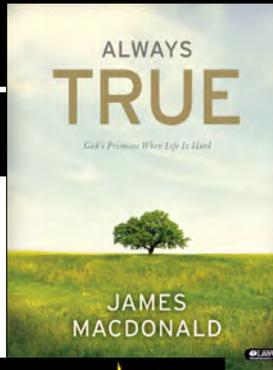
The universal promises are based on biblical truths and principles that will provide hope to all believers who face an uncertain future.

Six sessions. Released in June.

*Member book, LifeWay product #0-0537-1573, \$11.95; DVD leader kit, LifeWay product #0-0527-4675, \$99.95*

**"Life in the Spirit" (Doctrine Study 2012)**  
by Robertson McQuilkin

Your church will appreciate this practical, Scripture-based course on the Holy Spirit that encourages Christians to better grasp the power and companionship available to every believer through His presence. In simple forthright sections, Robertson McQuilkin presents his compelling thesis: to live daily in such close connection with the Father is to



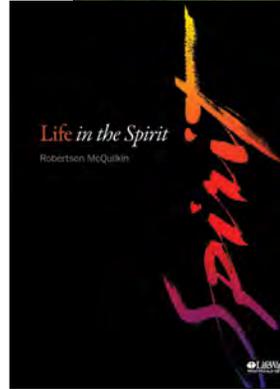
live more passionately and with a greater sense of purpose. This study involves both personal and group study. 12 sessions. Released in June.

*Member book, LifeWay product #0-0517-8626, \$8.95*

**"Game Plan for Life" Volume 2**  
by Joe Gibbs

What are the most important issues facing men today, and what do they really need to know to be victors in the game of life? Through solid biblical teaching and discussion, this study will help men discover the key principles vital to living a victorious life based on the ultimate playbook – the Bible. Six sessions. Released in July.

*Member book, LifeWay product #0-0537-1575, \$8.95; DVD leader kit, LifeWay product #0-0537-1574, \$79.95*



# A clear voice of truth.

*"Since only God knows the true, objective nature of things, doesn't His book, the Bible, present the only completely objective and accurate view of the world? Our goal, then, is to see the world as much in Biblical terms as our fallen and sinful natures allow, and then we report accurately, honestly, and humbly—yet fearlessly."*  
— Marvin Olasky, Editor-in-Chief

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# NEW RESOURCES

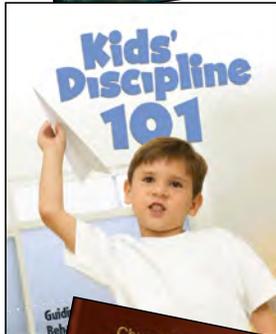
LifeWay Church Resources at [www.lifeway.com](http://www.lifeway.com) and (800) 458-2772  
 LifeWay Christian Stores at [www.lifewaystores.com](http://www.lifewaystores.com) and (800) 233-1123



## **“FLYTE: faith. life. together.”**

“FLYTE” is a brand-new curriculum for preteens that speaks to what they are dealing with right now. FLYTE is developed so that key biblical concepts are not only grasped but applied to issues like eating disorders, puberty, sex, bullying, emotions and family relationships. New releases are available each quarter. Volume 1 released in June.

Volume 1 learner magazine, LifeWay product #0-0539-9882, \$4.95;  
 Volume 1 leader guide, LifeWay product #0-0539-9874, \$9.95;  
 Volume 1 leader kit, LifeWay product #0-0539-7450, \$89.95



## **“Kids’ Discipline 101: Guiding Behavior in the Church Setting”**

All children have behavior challenges. That’s why all your church leaders and volunteers need this handy training guide and DVD designed to give leaders guidance in areas where behavior issues can



be avoided before they develop. It’s a great resource to have on hand for parents too. Released in June.

LifeWay product #0-0539-7423, \$24.99

## **“Theo Church Edition: Foundations of Faith”**

Theo makes teaching theology easy and fun for school age kids. Biblical content comes alive through fun, age-appropriate Bible curriculum embedded in each episode of Theo. Four sessions plus the “Good News!” bonus session. Released in June.

DVD (plus teaching plans), LifeWay product #0-0539-7446, \$39.99

## **“SEED”**

by Priscilla Shirer

“SEED” is a new resource by Priscilla Shirer. This six-part series of short videos includes thought-

provoking, modern-day parables with weekly Bible study guides.

They are available in packets of three with accompanying member book. Each SEED pack is designed to facilitate three separate small group experiences. Watch the videos together, use the discussion guides with your group and study

on your own with the member book. Individual DVDs can be purchased separately. Six sessions. Released in May.

Member book 1, LifeWay product #0-0534-2725, \$7.95; SEED pack 1 (kit), LifeWay product #0-0518-9423, \$39.95; Member book 2, LifeWay product #0-0544-2090, \$7.95; SEED pack 2 (kit), LifeWay product #0-0544-2097, \$39.95

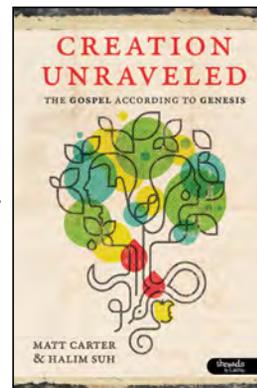


## **“Creation Unraveled: The Gospel According to Genesis”**

by Matt Carter and Halim Suh

“Creation Unraveled” is the first of a two-part study on the book of Genesis. It examines Genesis 1-11 and what it reveals about God’s creation of a good world, the corruption of that world and our separation from God due to sin and God’s initial steps to reunite us with Him. Seven sessions. Released in May.

Member book, LifeWay product #0-0537-8211, \$9.95; DVD leader kit, LifeWay product #0-0537-8212, \$49.95



## **Beth Moore on set**

Study on James coming from Beth Moore – Beth Moore is shown here during the taping of her newest LifeWay Bible study, “James: Mercy Triumphs.” The study will release Nov. 1.

The taping took place at Long Hollow Baptist Church in Hendersonville, Tenn., May 2-5.

For more information, go to [LifeWay.com/Women](http://LifeWay.com/Women). Photo by Justin Wylie

## LIFEWAY WORSHIP

For the complete product family of the following musicals/collections, visit [LifeWay.com/Worship](http://LifeWay.com/Worship) or call (800) 436-3869. Promo pak includes one choral book and one listening CD.

### **"The Gift of Christmas"**

created by Phil Barfoot, arranged and orchestrated by Dave Williamson

SATB Moderate

This latest release in the Phil Barfoot Christmas series includes a blend of familiar carols, original songs and popular Christmas standards. "The Gift of Christmas" can be used as a resource book for Christmas productions or stand-alone anthems. Its versatility allows it to be used as a collection or a complete musical with full drama script or narration available for free at [LifeWay.com/Worship](http://LifeWay.com/Worship).

A DVD accompaniment enhances the entire visual experience and the popular customer track data disc allows you the flexibility of creating a mix to supplement your own instrumentation.

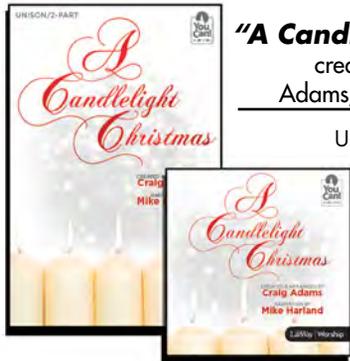
*LifeWay product #0-0534-0969, Promo pak, \$12*

### **"A Song in the Air"**

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

SATB/Easy/40 minutes

From the highly acclaimed Let's Sing! series comes another Dennis and Nan Allen creation – "A Song in the Air." This accessible SATB musical includes songs from Chris Tomlin, Michael W. Smith, Bill and Gloria Gaither, Martin Smith and David Meece. Conveniently divided into four sections, "A Song in the Air" can easily be presented over the four Sundays of Advent or used



### **"A Candlelight Christmas"**

created and arranged by Craig Adams, narration by Mike Harland

Unison/2-part/Easy/25 minutes

The You Can! series brings a unique perspective to this year's Christmas offering in "A Candlelight Christmas." With Christmas falling on Sunday this year, the unison/2-part musical

is an ideal centerpiece for your Christmas celebration.

The conveniently packaged kit (10 choral books, 1 listening CD, 1 accompaniment CD, and 3 posters) saves your church's budget and rehearsal tracks make learning even easier. Download free devotions to use with your choir, as well as a rehearsal guide at [LifeWay.com/Worship](http://LifeWay.com/Worship).

*LifeWay Product #0-05399939, Promo pak, \$12*

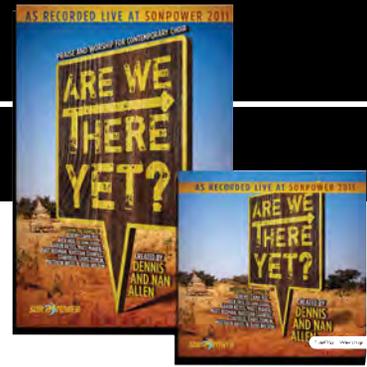
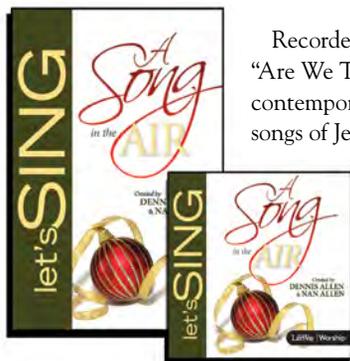
### **"Are We There Yet?"**

created by Dennis & Nan Allen

SAT(B)

Recorded live at SonPower 2011, "Are We There Yet?" for student and contemporary choirs features the songs of Jeremy Camp, FEE, Rick

Heil (of Sonicflood), Aaron Keyes, Matt Maher, Matt Redman, Kristian Stanfill, Starfield, Chris Tomlin, Matthew West and Josh Wilson. Plus, the



Allens have included one of their signature a cappella arrangements that SonPower fans have come to expect. Three different script options in the book are also available for download at [LifeWay.com/Worship](http://LifeWay.com/Worship). Free devotions, PowerPoint, clip art and more may also be downloaded at [LifeWay.com/Worship](http://LifeWay.com/Worship).

*LifeWay Product #0-0540-0433, Promo pak, \$12*

### **"iHope Christmas: The Hope of the World with Us"**

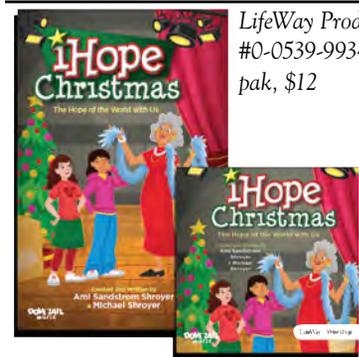
created and written by Ami Sandstrom Shroyer and Michael Shroyer, arranged by Jeff Sandstrom and Cheryl Rogers

Unison/2-part with optional student or adult singers/50 minutes

A special group of kids create their own Web show called "iHope Live" based on the name of the main character – Hope. They want to do a Christmas special but feel like they need more inspiration and information before going "live." To find what they're looking for, they seek out Hope's great aunt who used to be in show business. Hope and her friends find themselves with some pretty eccentric "showbiz-type" people who inspire them.

Devotions are included for each song, help kids to understand the songs and scriptures, and challenge kids to carry out the lessons learned in everyday life. This multi-generational musical offers opportunities to involve student as well as adult singers.

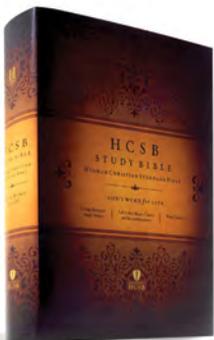
Visit the interactive iHope page on Facebook where you'll find unique resources made available as free downloads.



*LifeWay Product #0-0539-9934, Promo pak, \$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 the HCSB.*

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# THE EXCHANGE

Ed Stetzer, LifeWay's vice president of research & ministry development



## You can't love a city if you don't know a city

**W**hen considering how to know a city in order to help reach it, two critical issues are knowledge and love. And, we must be intentional in keeping them together. It is possible to know a city and not love it, but you cannot truly love a city without knowing it. Simply put, you cannot love a city if you do not know a city. That takes some work – getting out, looking around and listening in. Let me describe how a LifeWay Research City Study works and how it can benefit churches.

We do both qualitative and quantitative research. Qualitative research focuses on discovering the range of attitudes, behaviors, or perceptions. Quantitative research focuses on determining how frequently or in what quantity those needs, behaviors, or perceptions exist.

We have found this works best when a city has a coalition of pastors and churches working together, desiring to learn, and looking to develop a strategic plan. The coalition can:

1. Pray together for your city.
2. Utilize the data and to share it with all the churches in the city.
3. Mobilize churches to share Jesus and meet needs together since it is a task larger than just a few churches' work.
4. Fund the research project.

City research provides a benchmark survey of the churches and residents. Too often, city strategies are filled with enthusiasm about what they think they are doing, but not much impact. A benchmark study enables us to see if we really are making progress as we reach and serve our community.

We focus on two areas: the church census and the resident survey. The church census provides a reading on church vitality by asking questions about who the church

is reaching (number of new commitments to Christ and the age, education, ethnicity and income of attendees), involvement of attendees in ministry and how the church is seeking to reach people in their community.

In studying the residents, we capture information from at least 1,000 residents to provide a statistically validated report. The residents are asked about their hobbies, attitudes about local Christian churches, political affiliation, religion, church attendance, beliefs and specifically their attitude about Christ. Residents also identify their age, ethnicity, income and education. This survey provides a reading on the receptivity of people to the gospel and their affinity groups.

The affinity groups provide tangible entry points to be used to reach residents. Since around 100 affinities are identified, the churches are able to discover many avenues to motivate and mobilize believers to reach the lost right around them.

The end result is to get churches thinking about their context more discerningly. We have found that the research PROCESS actually helps motivate churches for mission PROGRESS – and to do it together.

Studies like this enable them to learn who their co-laborers in the harvest are and what that harvest field looks like. The end result – all parts of the body of Christ in a city are better informed and better connected for collaborative mission and ministry. ■

### MORE

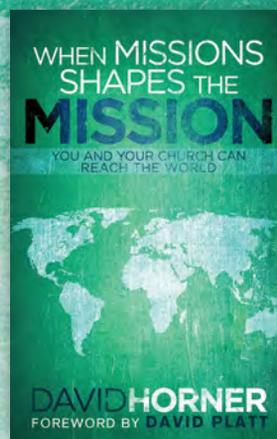
Follow more of Ed Stetzer's thoughts on his blog: [EdStetzer.com](http://EdStetzer.com).

Summer 2011 – July, August & September

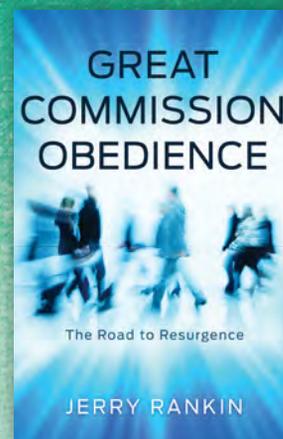
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