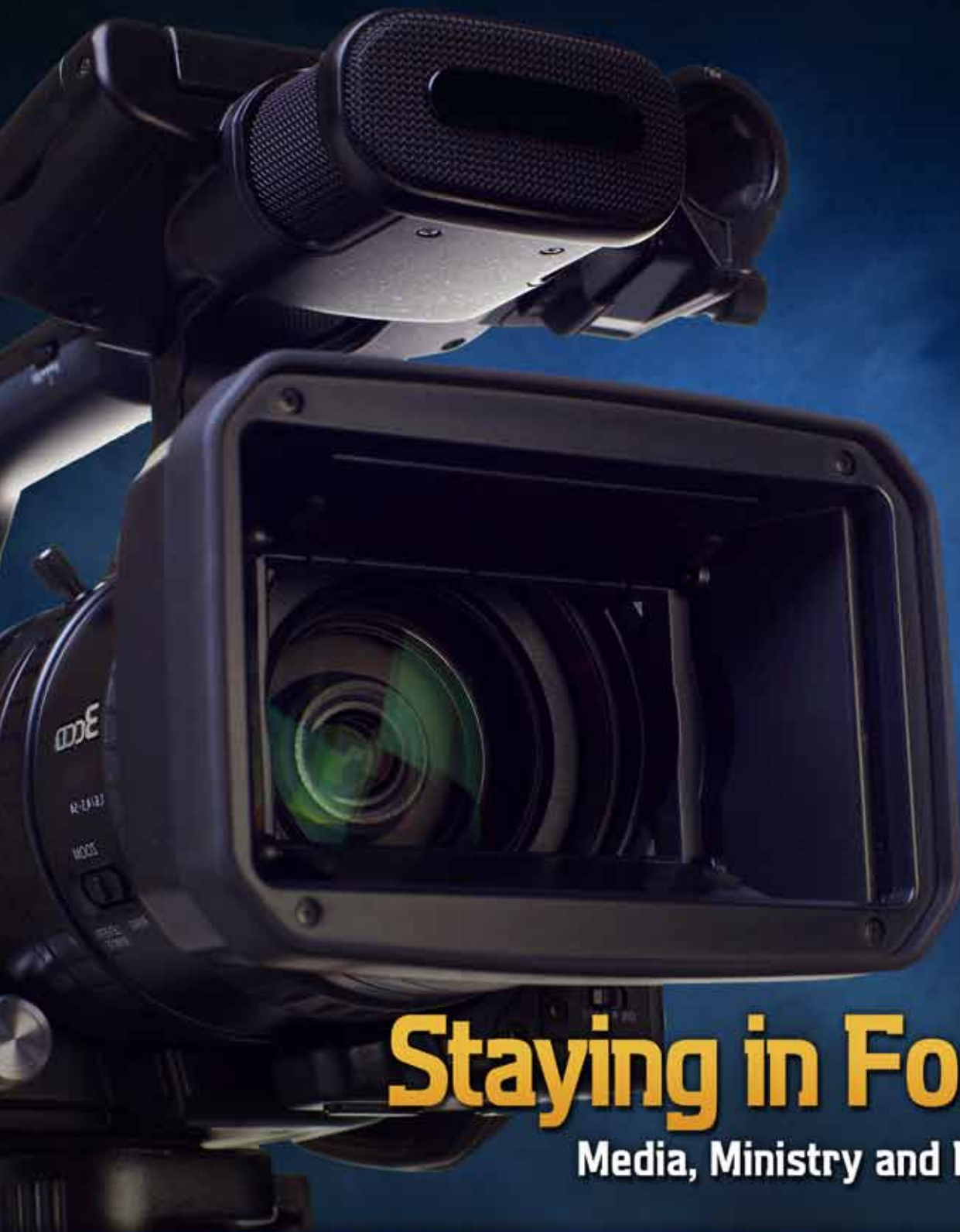


Inside ASI

The official publication of Adventist-laymen's Services & Industries.

Summer 2011



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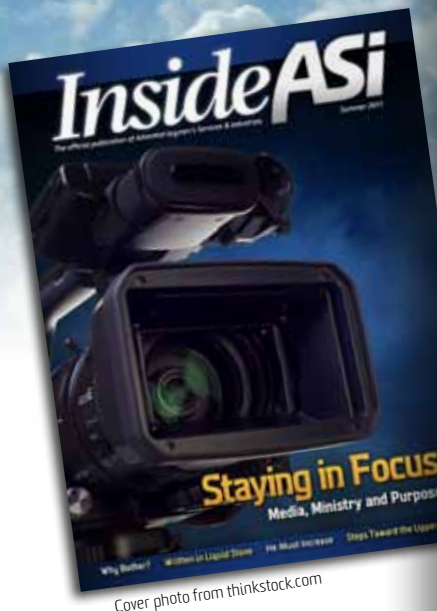
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Editor's Note:

It's hard to remain focused on long-term goals while dealing with day-to-day challenges that turn into time-consuming, mind-numbing distractions.

"Chasing crows" is what author Phillip Keller calls it in his wonderful book, *Lessons From a Sheep Dog*. That's what sheep dogs sometimes do when they really should be herding sheep. They chase crows.

And that's what we often do when we really should be searching for lost sheep. We become so absorbed with life's distractions that we lose sight of our original calling.

As you read the stories and articles in this issue, take time to reassess your own goals and reexamine your original purpose for ministry. Doing so may help you ignore the distractions that threaten to disable your efforts. It may even rekindle the fire that got you going in the first place. — Conna Bond



ASI President: Norman Reitz

**Executive Secretary–
Treasurer:** Ramon Chow

**Vice President for
Communication:** Danny Houghton

Editor: Conna Bond

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ASI Corporate Office
12501 Old Columbia Pike
Silver Spring, MD 20904

Telephone: 301-680-6450

Fax: 301-622-5017

E-mail: asi@nad.adventist.org

Online: www.asiministries.org



A Reason to Go

BY NORM REITZ



Gail and I have been blessed to attend each of the chapter conventions this spring. We travel to these meetings for several important reasons. It gives us the opportunity to meet and identify potential speakers, seminar presenters and Members in Action storytellers for the national

ASI convention in August. We share these names with the program committee to be considered along with the other names the committee receives from various sources.

ASI is a grassroots organization with a strong foundation at the local level.

Another reason we travel to chapter meetings is to meet current members and potential new members. It's a joy to see the breadth and depth of experience and commitment represented by ASI members across the nation and around the world. Often we meet people who may fit leadership needs within the ASI organization.

For a variety of reasons, many who attend chapter conventions are not able to attend the larger national ASI convention. Some have vacations or mission trips planned. Others have work commitments or financial constraints. Consequently, we meet people at chapter conventions that we might not meet otherwise.

That's the reason Terry Anderson, vice president for evangelism, attends as many chapter conventions as possible. This year, it allowed him to share information about the Saving Las Vegas evangelism program with a broader,

supportive audience. Similarly, Steve Dickman, vice president for recruitment, travels with the ASI exhibit booth to chapter conventions to share the benefits of membership and to offer discounts to those who apply during the meetings. Secretary-treasurer Ramon Chow attends the meetings to provide guidance

to local chapter boards, especially during elections. As a result, harmony is developed between ASI national and chapter leaders.

Sometimes, new ideas are born. For instance, the Southern Union chapter recently created the position of vice president for Hispanic ministries. We hope similar positions will be created in other chapters.

Along the way, we've learned that ASI is highly regarded by local church leaders within the North American Division. ASI is a grassroots organization with a strong foundation at the local level. Having healthy ASI chapters is essential to having an effective national organization. That's why we travel.

It's important for ASI leaders to identify the reasons they do what they do. In fact, it's important to periodically examine and reassess the reasons for any action done in the name of ministry. I challenge you to do the same with regard to your ministry this year.



Norm Reitz is the president of ASI. He is also an attorney practicing in Hayward, California. He specializes in estates and trusts.

The Main Thing

BY SHAWN BOONSTRA

Through the years, I've lost sleep over a lot of things: people who haven't yet made decisions for Christ, preparations for evangelistic meetings, sermon preparation. But by God's grace, I haven't once lain awake about finances—not even in tough times—because I've noticed that if you stick with the main thing, God seems to stick right by you.



to hone our characters so we can recapture our original faith and trust. If our work were easy—completely worry free—we would lose the opportunity to grow.

"If you will go to work as Christ designs that His disciples shall, and win souls for Him," we've been counseled, "you will feel the need of a deeper experience and a greater knowledge in

It's easy to get distracted, especially if you're a "Type A" like me. Visit my library sometime and you'll find hundreds—no, *thousands*—of volumes with dog-eared bookmarks permanently housed about a third of the way from the back covers. Long before I finish one book, the next one grabs my attention. It's great for finding sermon illustrations, but not when it comes to guiding a ministry.

"For I determined not to know anything among you," Paul told the Corinthian church, "except Jesus Christ and Him crucified" (1 Cor. 2:2). There were all sorts of things that Paul could have pontificated on. He'd trained at the feet of Gamaliel and memorized the finest arguments about the most contentious philosophical issues of his day. But he never lost sight of the main thing: bringing the gospel to a lost world.

There's only one thing that God has asked the church to do, even when times are tough: to seek and to save the lost as Jesus did. When the economy slows and budgets get tighter, minds drift to revenues and fundraising. But over the years, I've noticed something interesting. Those who stubbornly focus on the main thing always seem to have the smile of God over what they do. And those who focus on something else seldom survive.

It doesn't mean that things won't get rough once in a while. In fact, God uses tough times to accomplish two things: (1) to bring lost sheep back into the fold, and (2)

divine things, and will hunger and thirst after righteousness. You will plead, and your faith will be strengthened, and your soul will drink deeper drafts at the well of salvation. Encountering opposition and trials will drive you to the Bible and prayer. You will grow in grace and the knowledge of Christ, and will develop a rich experience" (*Steps to Christ*, p. 80).

God did not call us to create committees, develop policy, make money or establish our reputations. He called us to win souls. Once in a while God allows us to experience just enough difficulty to sharpen our focus and reignite the passion we had when we first started working for Him. Think of tough times as an opportunity to shed those things that actually get in the way of achieving God's purposes. Worry about what God has asked you to do, and let Him worry about the finances.

Take out a sheet of paper, and write down the main thing. Jot down Matthew 28:18-20, Acts 1:8, 2 Corinthians 5:17,18, or Revelation 14:6-12 underneath your "main thing." Hang it in a prominent place, and make that main thing the guiding principle of every action or decision you make in God's service.



Shawn Boonstra is an international evangelist and former speaker/director for It Is Written. He writes from his home in San Diego, California.



Now They Smile

BY KIM BUSL

Last fall, seven students from Portugal committed a year of their lives to serve with our team at the Portuguese Association of Preventive Medicine, perhaps better known to ASI members as VitaSalus.

Each morning after breakfast, the seven students' workday began with an hour of Bible study and prayer. Then came practical education in a wide variety of work activities related to pioneering a new mission project:

demolition, construction, tilling, planting, weeding, cooking, cleaning, clearing land and many other productive pastimes. In the afternoon, they learned about nutrition and health, as well as how to conduct health expos and establish health clubs.

The group started planning two health clubs—one in Pedrogão Grande, a large town 40 minutes away, and the other in Espinhal, the small town closest to VitaSalus. The local government agreed to let us use their main office

facilities in the center of town for the Espinhal club, and even provided transportation for people living in surrounding mountain villages. The students began going door-to-door, taking health surveys and inviting people to attend the club.

For seven months, the team presented health lectures, shared nutritious recipes, demonstrated how to cook them, taught practical exercises designed to relieve muscle and bone problems, and administered hydrotherapy treatments. Of the 27 people who attended most regularly, 14 showed significant improvement in their health indicators, including cholesterol,



blood sugar, blood pressure, body mass index, body fat percentage and weight.

One faithful attendee was discouraged when her weight increased rather than decreased, despite the fact that she exercised and carefully followed the program. She shared with a team member that she had started taking medication to help her sleep after a strange occurrence in her home connected to the occult. That conversation led to a Bible

study. In the end, seven health club attendees began seeking to know and follow the Lord through Bible study.

Now as we pass through these villages, people smile at us and are friendlier than before. Neighbors drop in to visit our property and see how the project is progressing. They're interested in knowing when our medical and dental clinics will start serving patients. Most importantly, they're attracted to us and feel welcome.

That is how it was with the Savior. He "mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence. Then He bade them, 'Follow Me'" (*Ministry of Healing*, p. 143).

Seven students, seven months, seven friendly souls willing to study the Bible—777. Coincidence? Maybe. But we think not.



Kim Busl and his wife, Joyce, left family, friends and job in the United States to live and work on the VitaSalus property in Portugal. They are helping to rebuild and remodel the old buildings on the site into a new lifestyle center and school of health evangelism.

Now as we pass
through these
villages, people
smile at us and
are friendlier
than before.



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Why Bother?

BY RISÉ RAFFERTY

The doctors said they'd found an abnormality and more tests were needed right away. We talked about her worries. I shared with her some interesting information I'd recently read on how she could approach the "what ifs" nutritionally.

Days later, her response to the information was this: "That's all well and good. But most research is backed by an agenda. I'm sure that changing my diet would be helpful, but so what if it added a few more years to my life? Frankly, I don't want to give up what brings me so much pleasure. Food is meant to be enjoyed. How horrible to deny yourself things that bring pleasure to this whole mess. No one likes to be told what to do."

She's right. No one likes to be told what to do. No one wants to give up what gives them pleasure. Food was meant to enjoy. Eating shouldn't be a practice in punitive, monastic self-denial. No one cares! Why bother?

These thoughts are especially reinforced when a health enthusiast dies prematurely of cancer or heart disease. What good did all those years of healthy living do them? They could have "lived it up" and still died at the same age. Then there's Aunt So-and-So who drank and ate as she jolly well pleased and lived to the ripe old age of 94! Clearly, longevity doesn't seem to cut it as a daily incentive to healthy living.

In the long run, *got to, need to, can't, have to* and *should* fail to adequately motivate us to do much of anything. Even our daughter once asked us, her health enthusiast parents, "What if I wanted to eat meat?"

"Well, that is your choice," my husband responded.

"It's my choice?"

"Yes."

"OK. I just wanted to make sure, 'cause if I *had* to be



a vegetarian, I would want to eat meat."

Self-esteem, wanting to take care of yourself, can foster good health habits. But when self-esteem crashes, so can our health plans. Disease prevention can be another powerful motivator. When you experience how much better you look and feel, how well your body functions, and how significantly your health and stamina improve, you

want to maintain that momentum. For some, the cause and effect of living healthfully just makes sense. For others, the "everyone is going to die of something" mentality diminishes the strength of this incentive.

Why, then, do Christians make healthful lifestyle choices? The Word of God inspires within us the impetus and gives us the reasons for our lifestyle choices, resulting in a willing, joyous, determined consistency.

Jesus tells his followers, "You are the salt of the earth" (Matthew 5:13). In other words, *You are the seasoning that brings out God's flavors on earth. You're here to be light bearers, illuminating truths that give the world an accurate picture of God. You are on a light stand to glorify your Father in heaven.*

To glorify means to render or esteem glorious, magnificent, luminous. It is to ascribe honor. It esteems God, rather than self, as glorious. It recognizes the value of the gift of Himself for us. We respond by living our lives for Him—by rendering our lives back to Him in a way that represents His love and life to a dying world.

The physical and spiritual dimensions of life cannot be separated. "Do you not know that your body is the temple of the Holy Spirit who is in you, whom you have from God, and you are not your own? For you were bought at a price; therefore glorify God in your body and in your

spirit, which are God's" (1 Corinthians 6:19-20, NKJV).

Although this verse isn't specifically dealing with healthful living, it does lay a philosophical foundation for making careful lifestyle choices. Our bodies have been redeemed, both physically and spiritually—purchased by God for a higher purpose. It is because we have been redeemed with a price and know the value of who we are in Christ that we choose to glorify God in our bodies.

While God has not specifically dealt with Twinkies and fried cheese sticks, for example, in past centuries, His Word has enjoined His people—from Adam and Eve to the present generation—to bring their bodies into subjection. Approaching the Christian experience like an athlete, I understand the importance of deliberate and well-informed self control. Because I am a Christian, I do not live aimlessly or with futile effort. That is why I discipline my body and keep it under control, lest I should be disqualified as a Christian (see 1 Corinthians 9:24–27). This makes sense only as we remember that the spirit and the flesh are dependent upon one another (see James 2:26). In this context, we better understand how:

“Anything that lessens physical strength enfeebles the mind and makes it less capable of discriminating

between right and wrong” (*Mind, Character & Personality*, vol. 2, p. 441).

“He who cherishes the light which God has given him upon health reform has an important aid in the work of becoming sanctified through the truth, and fitted for immortality. But if he disregards that light and lives in violation of natural law... his spiritual powers are benumbed” (*Counsels on Health*, p. 22).

Scripture convinces me that presenting my body as a living sacrifice, even in what I eat or drink, brings glory to God. I have a personal concept of what that looks like. Yours will naturally be different. I'm shaving off the rigidity and remembering that the kingdom of God is not meat and drink (see Romans 14:17). When encouraging others toward healthful living I try to communicate what Winston Churchill put succinctly: “Success is not final, failure is not fatal: it is the courage to continue that counts.”

The courage to continue—that's what counts. And really, it's not a bother.



Risë Rafferty lives in Oregon with her husband, James, and their two amazing children. She stays busy with her family, job, educational pursuits, and writing monthly *Health Nuggets* for the Light Bearers Ministry newsletter. She hopes her enthusiasm for healthful living and for God will be infectious.



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MISSION: WRITTEN IN LIQUID STONE

BY MARK BOND

Some entrepreneurs launch companies with a solid business plan, a prestigious board of directors and a healthy dose of investment capital. Paul Karmy is not that kind of entrepreneur. But don't be tempted to think he has a lack of vision.

Paul is the president of Liquid-Stone Concrete in Burleson, Texas. His company provides concrete for construction projects all around the Dallas/Fort Worth Metroplex. Pouring concrete, however, is just one side of this soft-spoken, hard-working Renaissance man.

Humble Beginnings

Back in the 1970s, Paul and his brother, Richard, were building homes together in Washington State.

Paul recalls, "We were working on a sidewalk and it was getting away from us, so a friend who worked with concrete came over to lend us a hand. We were sweating our way through the job when we said, 'There has to be a better way to do this,' to which our friend replied, 'There is. It's called a slipform machine.'"

It wasn't long before Paul and his brother bought a slipform machine of their own and started pouring driveways, curbs, gutters and sidewalks full-time. In 1987, they moved their business to Odessa, Texas, and started pouring barrier walls for the Texas Highway Department.

With the ever-expanding road system, there was a lot of good business, but the farther you got from a



Paul's son, David (left), runs the day-to-day operations of Liquid-Stone Concrete in Burleson, Texas, allowing Paul to focus on ministry and outreach projects.

town, the harder it was to get concrete to the job site. There was a shortage of concrete plants, and sometimes you had to wait several weeks to get your order filled. So Paul decided to hand over the slipform paving business to his brother and invest in a portable concrete plant. This allowed them to set up and pour concrete in virtually any location. They could follow roadwork hundreds of miles from town and still provide fresh concrete.

From Concrete to Crusades

While living in Odessa, they started working on contracts in San Angelo, two-and-a-half hours east. Every other weekend, Paul's wife, Darlene, would drive their children over to attend the little San Angelo Seventh-day Adventist Church. When the church decided to host an evangelistic series, the Karmy family helped out. It was then that Paul decided to look for ways to use his business as a tool to share Christ.

Paul has always told his clients that pouring concrete on Sabbath is not an option, even at the risk of losing major contracts. One contract required him to pour concrete for a water line project that ran 147 miles from San Angelo to Midland. At every low-water crossing, Paul provided concrete to encase the waterline. A few days before reaching the river in San Angelo, the contractor took Paul aside and said, "I think we've got a problem." It looked like they'd need to cross the river on Saturday.

"Let's go get a sandwich and talk this through," the contractor said.

"I explained to him that religion isn't always convenient," Paul recalls, "but when God asks you to do

something, that's what you do, whether it's convenient or not."

They started pouring concrete at the river on Friday at noon, and by the end of the day they'd poured 300 yards. While Paul was in church on Sabbath, the contractor hired another company to pour an additional 500 yards. On Sunday, Paul poured the final 50 yards to finish the job.

A week later, they reached a crossing that engineers hadn't thought would require concrete, but at the last minute they changed their minds and called Paul in to pour an additional 500 yards—the exact amount he'd lost in business the previous Sabbath.

"God gave me back every bit of concrete that I 'lost' from not working on Sabbath," Paul says. He actually came out ahead on that project.

Eventually, Paul relocated to Burleson, stopped chasing jobs with his portable plant, and established a concrete business in one location. Twenty years later, Liquid-Stone Concrete is still providing ready-to-pour concrete services in and around the southwest corner of the DFW Metroplex.

Making Ministry a Priority

Paul has a passion for aviation that eventually led to deeper involvement in ministry. In 2004, Paul attended an ASI convention in Phoenix, where he stopped by the Adventist World Aviation booth and found kindred spirits there. A pastor in Dillingham, Alaska, needed a mission plane to travel to 65 villages that could only be reached by air. Paul helped raise funds for that plane, and eventually served as chairman of the AWA board.



Paul Karmy's passion for flying led him to ministry when he connected with Adventist World Aviation (AWA) at an ASI convention. He has worked closely with AWA over the years.

"I would never have gotten connected with AWA if I hadn't attended an ASI meeting," muses Paul. "ASI is a great way to connect whatever you're passionate about with exciting ministry needs and opportunities."

A Question that Launched a TV Station

Not long ago, Morris Lowrey, a retired pastor who attends Paul's church in Crowley, Texas, asked Paul a question: "What would it take for Crowley to get 3ABN on the air?"

"I have no idea," Paul said.

Two-and-a-half years later, Paul knows quite a bit about getting a signal on the air. Again, a trip to an ASI convention was the platform for knowledge and opportunity.

"I was hanging out at the AWA booth and helping them pass out materials," remembers Paul. "Across the aisle was a booth for Good News TV from Phoenix,



A large storage container prepared for transport awaits shipment at Paul's plant. Inside is everything needed to build a hangar to store three mission planes in Georgetown, Guyana.

Arizona. When things got quiet at the AWA booth, I'd walk across and chat with the folks from Good News."

A friendship ensued, and Paul flew out to Phoenix to visit the station. He returned with a sense of purpose and started garnering support and resources. Today, the Crowley church has a television station that miraculously reaches most of the Dallas/Fort Worth footprint.

"I'm smart enough to know that I can't do everything alone," says Paul. "One of the hardest things to learn is how to delegate. God didn't make the world to revolve around any one of us. Each one has a part to play. It's important to realize what you can and can't do, and then find others who can help you accomplish those goals."

Paul is thankful that his son, David, is responsible for the day-to-day operations of the concrete plant.

"If I didn't have his help, I couldn't be going on Maranatha mission trips or helping out over at the television station," Paul says.

It's not always easy to find a balance between work and ministry. Each day presents new challenges, but Paul has no complaints.

"Problems keep you focused on why you're here. My philosophy is that God didn't put us here to pad our pockets or get rich. He put us here to facilitate His ministries and to help them out financially."

That wisdom and sense of mission has served Paul Karmy well over the years. It's been written in liquid stone around the DFW Metroplex, all over Texas, and throughout the world.



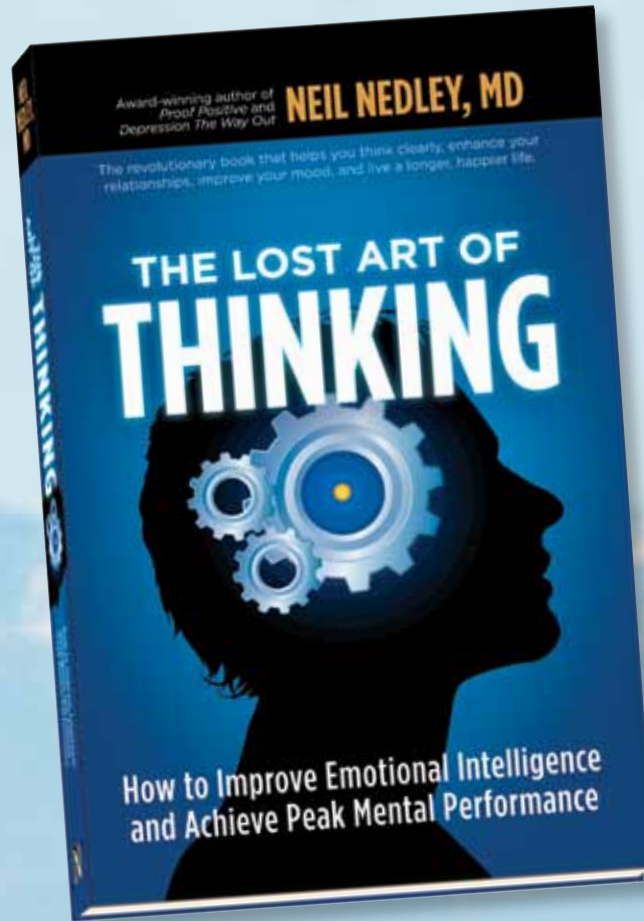
Paul interacts with the software that schedules on-air programming for channel 20.4 reaching the Dallas/Fort Worth Metroplex with 24/7 good news.



Mark Bond is the communication director for the Southwestern Union Conference in Burleson, Texas. He is also the union ASI representative for the ASI Southwestern Union chapter.

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ASI Business Session

Notice is hereby given that on Wednesday, August 3, 2011, at 2:00 p.m., at the Sacramento Convention Center, Floor 2, Room 202, Adventist-Laymen's Services & Industries (ASI) will conduct its biennial business session for the purpose of electing officers and directors, receiving a report of activities during the prior two years, reviewing financial statements, and conducting such other business as may properly come before the voting delegates as defined by the ASI Constitution and By-laws.

ASI Missions Inc.

Monday, August 1, at 5:00 p.m.
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(supper; spouses invited)

ASI Board

Tuesday, August 2, at 9:00 a.m.
Resumes after lunch till no later than 4:00 p.m.
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(luncheon; spouses and onsite ASI staff invited)

ASI Business Session (biennial)

Wednesday, August 3, at 2:00 p.m.
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Business Meeting—Room 202
Nominating Committee—Room 205

Sincerely,

Ramon Chow
Secretary-Treasurer
ASI North American Division





He Must Increase

BY CHRISTINE KIM

The flight was long. It seemed even longer because I couldn't comfortably sleep. I was apprehensive, nervous, exhausted and excited to see my sister, Anita, and her family again. She and her husband, Dosung, had left their comfortable, resort-like cabin in beautiful western Montana more than a year ago to serve with their three sons, Ben, Ryan and Justin, in a remote Bolivian jungle. I had never quite understood why, even though they'd tried to explain it to me many times—most recently last August at the ASI convention in Orlando.

Dosung, a dentist and pilot with a heart for mission service, had returned to the United States due to an unexpected emergency and was accompanying me and my parents, both in their 80s, back to Bolivia for a visit. It was a huge relief to know he would be with us when we arrived. It kept us from having to figure out what to do and where to go.

I had a lot of time to think on the journey south from Maryland. My spiritual life was nonexistent. I had been depressed for some time and had pretty much turned my back on God. I wasn't expecting much from the trip. I didn't figure anything could break through the thick, macadamia-nut shell around my heart. The wall crumbled a little when we landed at Viru Viru International Airport in Santa Cruz and I saw Anita and the boys waiting for us with smiles and open arms.

We grabbed breakfast in one of the two airport restaurants, loaded our luggage into Dosung and Anita's "brand new" yellow 1976 Toyota Land Cruiser and decided to do some open air shopping before heading

into the outlying Santa Cruz jungle. At the local supermarket, we lunched on lukewarm fruit smoothies and a giant veggie pizza before heading toward our ultimate destination—Espejillos.

The road to Espejillos...where do I begin? To say it's the worst road I've ever been on is a gross understatement. On a good day when conditions are dry, the trip still leaves you feeling like your internal organs have been dislodged and your brain is buzzing. When it rains? Forget about it. You're stuck. The "road" takes you through two rivers and into ruts the size of mini gorges. I was so proud of my aging parents for making the trip in one piece, mostly without complaint.

We endured one hour of road torture, turned a corner, and there it was: Hotel Espejillos. It was beautiful. A lovely haven in the middle of nowhere. It was built to be a hotel, but more closely resembles a slightly upscale American summer camp. It's the property Dosung and Anita have acquired to establish an evangelism school and wellness center.

As we pulled up to the compound, a group of people cheered and waved enthusiastically.

"Is that for us?" I asked.

"They're probably happy to get off work a little early to greet us," Anita laughed.

The first order of business was a tour of the facility. There's an open dining area and several rooms on the second and third floors, each with their own bathrooms. There's even running water and flushing toilets, with limited hot water warmed by a solar tank on the roof. The bar has been converted into a laundry area, and trash is burned in the burn pile. There isn't any electricity, but a couple of generators provide power for classroom PowerPoint presentations and kitchen appliances.

The daily schedule began with personal Bible study and prayer at 5:30 a.m., followed by group worship, breakfast, classes, lunch, work in the field, dinner, evening worship, classroom study, and lights out at 10:00 p.m. Just reading the schedule exhausted me, yet the students were always happy and laughing and really seemed to enjoy each other and the entire experience. They even seemed to enjoy the field work, which wasn't easy by anyone's standards. From morning till night I heard laughter, and it amazed me. Many were there under conditions of personal sacrifice. Some had traveled long distances to get there.

After the first two or three days of settling in and getting used to the routine of things, something hit me that really made me take a hard look at myself. From the start, my parents and I had been complaining about the very real hardships—aches, pains, mosquitoes, grasshoppers, snakes and spiders, among other things. It just seemed like the natural thing to do.

But then I noticed that Dosung, Anita, Ben, Ryan and Justin never complained about anything. Ever. And, at least in my view, they had plenty to complain about. Their living conditions were primitive. I saw them

fall into bed each day, exhausted and spent, and then start all over again at 5:30 the next morning.

One morning, Ryan woke up at 4:00 a.m. to do his laundry, because he couldn't squeeze the time in during his daily work schedule. He didn't complain. He just did what he needed to do. It wasn't typical behavior for

a 16-year-old boy as far as I was concerned.

One morning, while working in the kitchen, my mom and I asked Ben, "How is it that you work and work so hard and never complain? It seems we are always complaining. What is your secret?"

Ben, then 17, was silent and thoughtful for a while, which is his way. And then he quietly replied, "I must decrease; He must increase."

Such wisdom from a young man.

I took that wisdom home with me and, after crying harder than I'd ever cried before, I decided I was tired of living a self-ish, meaningless life and finally gave everything to the Lord. I am most thankful to have a God-fearing family who has always pulled me back from my self-destructive ways. I am thankful Dosung and Anita and my three nephews were

willing to follow God's call to work in Santa Cruz, Bolivia. I now understand why.

"I must decrease; He must increase."



Christine, Kyunghie, Ben, Gunhyuk, Justin, Ryan, Anita and Dosung Kim (from left).



The Kim family serves lunch at Hotel Espejillos.



Christine Kim is an occupational therapist from Waldorf, Maryland. **Dosung and Anita Kim** are new ASI members and serve near Santa Cruz, Bolivia.



MEDIA AND MINISTRY

STAYING IN FOCUS

BY CONNA BOND



THERE'S PLENTY OF TALK THESE DAYS ABOUT MEDIA, and it has ministry leaders on edge. Budgets are tighter, but audiences seem larger and more demanding. With the immediacy of social media like Facebook and texting, and the interactivity of new media with its on-demand access, some question whether traditional media such as film, television, radio, newspapers and magazines have lost value and relevance.

While some argue extremes, two conclusions are well supported. First, ministries cannot afford to ignore the immediate and interactive communication avenues that social and new media afford. Second, traditional media remain relevant and effective when done well and with purpose. That, perhaps, is the secret to wading through the morass of media talk: staying in focus and identifying clear ministry goals that direct each media choice.

Adventist media has been around longer than the church organization. From the day James White

began distributing *The Present Truth* and *The Advent Review and Sabbath Herald*, to when H.M.S. Richards Sr. broadcast The Voice of Prophecy radio program in 1929, to the launching of Faith For Today on television by William and Virginia Fagal in 1950, Adventists have embraced media developments as a means of communicating a broad message to a worldwide audience.

Each ministry or media project emphasizes just one facet of the broader message. There's simply no way around it. Only so much can be communicated in

a 30-minute mission spotlight or a 45-minute sermon. The question is, what is or isn't working? That's the question people want answered before they commit budget slices or contribution dollars to a project or ministry.

There is growing emphasis on social and new media, because that wave seems to be cresting, and no one wants it crashing down around them. The concern isn't unfounded. In May, the North American Division held a media summit called "The Media Imperative: Harnessing Modern Media to Proclaim the Gospel." The invitation-only event drew church communication leaders from across the nation to Ontario, California, to examine how the church can better use new media outlets to reach untouched audiences sitting in front of laptops or pouring their hearts out in stunted prose on Twitter and Facebook.

Communication professionals and ministry leaders recognize how the mainstream appetite for information has been influenced by an electronic culture of immediate access. "Most people under 30 want information fast," says Jeff Reich, founder of Laymen Ministries in St. Maries, Idaho. "I work with a lot of college students. Trying to hold their attention in a meeting for a solid hour is hard. But you go to YouTube, and the videos are 6 to 7 minutes long, and they address one idea or topic. They're fast, they're direct, and they can get 150,000 hits overnight. You just can't ignore that."

Dan Jackson, president of the North American Division, agrees. "Media is going to play a key role in the finishing of God's work on earth—a vital role," he says. "We have great walls in our cities that we can't penetrate any longer with a knock on the door or a magazine in the mailbox. We have to find a way to get into the hearts and minds of our younger generation in particular, and we're going to have to get accustomed to the discrete and intentional use of social media."

He envisions young pioneers—a young H.M.S. Richards or George Vandeman of our day—making it their lifework to reach others for Christ using social media and training others to do the same.

Both Reich and Jackson agree, however, that we shouldn't turn our backs on traditional media outlets as things of the past. "We shouldn't discard everything we've used so far," Jackson says. "Traditional media will continue to move on in one form or another, and

we need to be intentional about how that happens. We have to sharpen it."

Reich and his team are trying to do just that by creating a broad variety of media products that speak directly to the modern mindset, whether in large cities or remote jungles. "Wherever I go, even in South Pacific Island villages," he says, "I see people sitting in front of television sets or other electronic media devices. Many are skeptical about going to a rented hall and listening to a stranger talk. But they'll watch something in the privacy of their own home—if it

stands out from the rest of their media choices—and maybe they'll write down a web page or an e-mail address."

Media can't replace the personal touch, he points out. But it can lead to a personal contact that ultimately leads to a relationship. You have to establish an element of trust before many people want to talk to you face-to-face, and Reich is convinced that the content of your media and the quality of production are issues of integrity and trust-building.

Asian Aid USA is an ASI member ministry that took a recent media risk without regret. Asian Aid was established 40 years ago in Australia. Its primary goal is to sponsor poor children

and orphans in underdeveloped countries through the Adventist orphanage and school system.

The organization launched a division in the United States 6 or 7 years ago, but decided to relaunch on American soil 2 years ago with clearer objectives and a better marketing focus. According to the organization's founder, Helen Eager, the main objective was "to make our organization grow and to provide better knowledge of what has been and is being accomplished."

Asian Aid hired Terry Benedict, the visionary filmmaker who produced *The Conscientious Objector*, a documentary on the life of Desmond Doss. Benedict was given creative freedom to shape the Asian Aid project, but worked closely with CEO Jim Rennie to formulate project goals.

"One of the key objectives was to establish Asian Aid's brand and credibility," says Rennie. "We had a low brand awareness in the United States, so we employed a professional filmmaker who knows how to tell a story. We have powerful stories. We have strong content. But we needed to present those stories in a quality way."

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The team created *Hope in Motion*, a series of 15-minute episodes filmed on location in India and Nepal. Each episode followed the life of a child or person whose life has been changed by Asian Aid's efforts. The series appeared on 3ABN, is available online, and has been reproduced and distributed on DVDs. The response was immediate and positive. Support for Asian Aid increased significantly, and Asian Aid representatives now have a high quality DVD product to hand to potential donors and supporters.

It's important to have a strong business marketing and media management plan to determine strategy, Rennie observes. And that includes considering the costs of production and airtime, as well as choosing media outlets and time slots. But having a plan does not eliminate risk. What makes the difference is having a compelling story to tell.

Benedict agrees that creative storytelling is the key to media success. "It's interesting how people have been

plant the seeds and let the Holy Spirit convict people's hearts, moving them to action. That takes faith."

The gift of storytelling is a spiritual gift, he says, just as Israelite craftsmen were gifted with special abilities to build the sanctuary. Good storytelling is based on sound biblical principles and doesn't come through a committee. "Before media, there was Grandpa spinning a yarn," he observes, "and some grandpas did better than others. God Himself is the ultimate storyteller."

Other ministry leaders who have undertaken media projects agree. The vision for the series *The Seventh Day*, produced by Pat Arrabito of LLT Productions, originated when her husband, Jim, recognized the impact of the story of the Sabbath on his evangelistic efforts.

"I'd rather read a book than watch a movie any day," she admits. "But so many more people are going to watch than are going to read. You can influence people to do more research by triggering their interest with a story." Her next film project tells the story

The challenge is to tell stories in an authentic way that does not come across as contrived or insincere.

having discussions about new media," he says, "and to me that is about having a conversation, but what's the conversation about? Everybody's talking about technology, and nobody's talking about content. You have to have quality content. Then social and new media can take place because there's something to talk about."

Marketing isn't a bad word, says Benedict. In fact, message marketing is essential to ministry success. He convinced Asian Aid leaders simply to tell the story and not push for contributions, but trust that the media investment would come back around in terms of support for the organization. He was right. The Asian Aid stories are true, transparent and compelling. Discerning donors looking to lend support to credible organizations have responded accordingly.

"If one person invests in an organization that feeds children, you can feed children for a few days," Benedict says. "But if you implement a message marketing plan, now you're communicating with a lot of other people who can get involved and feed a lot more children for a lot longer. That's the message marketing model."

Benedict is quick to point out that storytelling was one of Christ's primary communication tools. The challenge is to tell stories in an authentic way that does not come across as contrived or insincere. "We have to

of Edward Fudge and indirectly deals with the issue of eternal torment. As with her other media projects, the clearly identified purpose is to reveal God's character—who He is and what He is like.

A thoughtful, compelling media project has valuable longevity. Both Benedict and Arrabito continue to receive a steady stream of responses from viewers whose lives have been changed by watching *The Conscientious Objector* and *The Seventh Day*. Several years down the road, those videos are still in demand by a continuously growing audience.

Arrabito doesn't think in terms of being a large or small project or ministry. "We didn't start out with any money or resources. We're just three people. We started out with a dream, and God has accomplished it. It's not the size of the organization," she says. "It's the size of the vision."

Undoubtedly, that holds true regardless of one's ministry media strategy or message marketing plan. Whether communicating truth in 140 characters on

Twitter or in 30 frames per second on television or video, the focus must be crystal clear and the vision eternal.



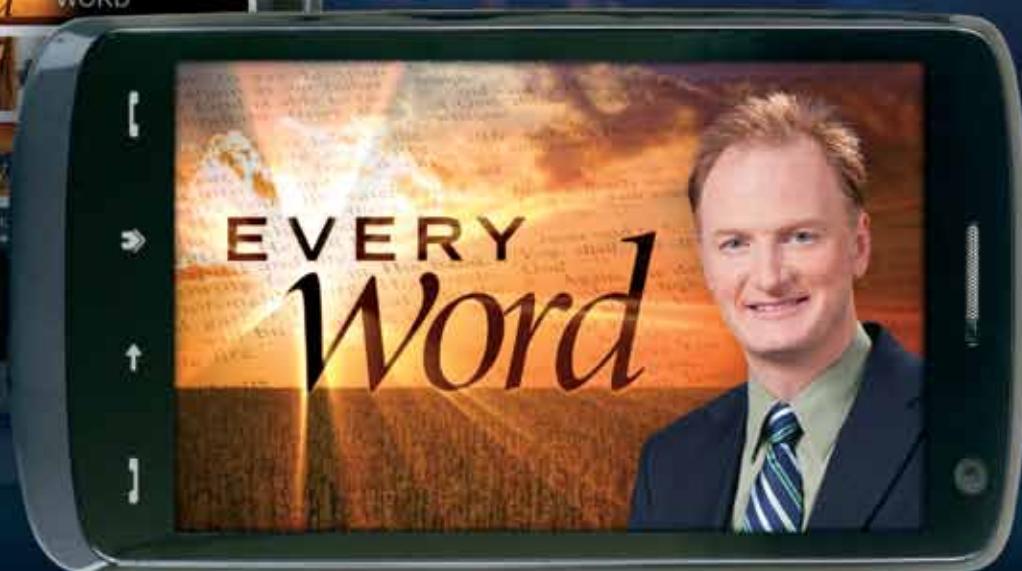
Conna Bond is the communication director for ASI.



*It is written,
"Man shall not live by
bread alone, but by
every word
that proceeds from
the mouth of God."*



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WILDWOOD LIFESTYLE CENTER

Bringing Down the Walls

BY TRICIA WILLIAMS

Wildwood Lifestyle Center in northern Georgia is one of a growing number of wellness institutions extending their reach beyond the typical 18-day residence model to meet individuals where they are—in the workplace. The center essentially offers “take-out” wellness by sending its newly formed Wildwood Radiant Health Team to teach basic health principles to corporate employees. The team focuses on “diabesity,” a newly coined term for the direct relationship between diabetes and obesity. AT&T is one of the larger companies that has been willing to pay Wildwood educators to bring wellness education onsite to its employees, with an overwhelmingly positive response.

“Not only was I impressed that there were no walls of prejudice to break down,” says Wildwood health promotions director Chuck Stark, “but even after just a short time, the employees began confiding in us and pouring out their personal struggles.”

In the last year, Wildwood has made increasingly creative attempts to meet people in their own communities on a personal level, says Vyn Gordon, another health educator from Wildwood. “It takes time, energy and many weekends away from friends and family, but our efforts are paying off,” he says. “We’ve met hundreds and probably thousands of wonderful people who are struggling with major issues but have no one to talk to.”

Wildwood’s health educators observe that people

are more receptive to lifestyle reform when it is presented in familiar surroundings among friends and coworkers they see and work with every day. Some are learning the truth about heart disease, cholesterol, hypertension, diabetes, and cancer risk for the first time. They’re taught to prepare foods and eat in ways they’ve never tried before, and they do it all in the context of a built-in support system.

This is in stark contrast to the typical situation many individuals find themselves in after completing a residential program. They may return home with good intentions and plenty of knowledge, but friends and family lack the knowledge and personal commitment needed to support those individuals’ lifestyle changes. Consequently, it’s easy to slip back into old habit patterns when no one, other than the individual who completed the program, really knows the difference.

In the corporate setting, those who work and learn together are more inclined to continue supporting each other in making healthy lifestyle choices. They may even hold each other accountable for what they’ve learned. They start together, and they’re able to continue together.

Getting to the point of taking a full-blown wellness program on the road has been a natural progression for Wildwood. In the past, representatives have been invited to talk about the lifestyle center and share health prin-

ciples at churches and health fairs, as well as on local television and radio programs. One local radio station in particular has invited Wildwood representatives back numerous times. But this new program goes well beyond granting an interview or making a one-time health presentation.

AT&T is just one example of the types of organizations willing to pay to bring in Wildwood wellness educators. Other groups the center has worked with include an eye clinic in nearby Collegedale, Tennessee, an Anglican church in the Bahamas, and a Methodist church that turned over its pulpit for an entire Sunday service program. Wildwood representatives are happy to share the bread of life wherever they are called.

There seems to be a special openness to Wildwood's wellness seminars outside of the United States. In Antigua, the ministry was blessed with a VIP-like reception. In other countries, radio program hosts have rolled out the red carpet by broadcasting announcements about the upcoming seminars.

"This is an exciting opportunity," says Lee Wellard, another Wildwood lifestyle educator and speaker. In keeping with Wildwood's philosophy that an ounce of prevention is worth a pound of cure, he adds, "If they can swallow a little education, they can avoid swallowing a lot of medication."

Wildwood health educators see this as much more than an opportunity to share health principles. It's also a way to share the gospel with people who might not otherwise be interested, using the same methods Christ did when He combined healing with preaching to the throngs that followed Him. "The Savior made each work of healing an occasion for implanting divine principles in the mind and soul. This was the purpose of His work. He imparted earthly blessings, that He might incline the hearts of men to receive the gospel of His grace" (*Ministry of Healing*, p. 2). Wildwood is committed to following this same divine pattern.

Weekend church seminars begin with an hour-long presentation on Friday evening regarding the



Lee Wellard of Wildwood Lifestyle Center presents a health seminar in a corporate setting.

workshop. They begin offering one-on-one consultations on Sunday, and continue over the next day or so. In this way, the team is able to share broad principles while addressing the needs and difficulties of individuals.

Health ministry has largely become separated from spiritual ministry, Wellard observes. "You have doctors in one corner, and pastors and teachers in another," he says. "But things are changing. God is bringing down those walls of separation." He's especially excited that General Conference president Ted Wilson has the same vision for bringing healing and preaching together again.

What's next on Wildwood's corporate wellness agenda? A wellness program for the Georgia Dome employees in Atlanta is in the works. But Wellard is not content to stop there. "I'm praying for more opportunities. I'm even praying for an invitation from the White House," he says. "Who knows? You have to think big, to dream big. With God, anything is possible."



Tricia Williams is a freelance writer and proofreader. She's thankful for the Adventist health message and tries to live as healthfully as possible in Arlington, Texas, with her husband, John, and 11-year-old daughter, Hannah.



Representatives from Wildwood Lifestyle Center have been invited to present health principles on many radio programs.

Wildwood Lifestyle Center, located in Wildwood, Georgia, was established more than 60 years ago with the goal of healing people rather than treating symptoms. The center provides resident guests with both the tools and the environment necessary to achieve physical, mental and spiritual healing. For more information about the new corporate wellness program, visit www.WildwoodHealth.org or e-mail RadiantHealth@WildwoodHealth.org.



STEPS TOWARD THE UPPER ROOM

It was sort of a last-minute trip when Melissa Summers headed to West Palm Beach in April. But she doesn't really believe anything is "last-minute" with the Lord.

As vice president for event and site coordination for the ASI Southern Union chapter, Melissa had made travel arrangements just the week prior, and was scouting out a location for the next chapter convention. On Wednesday evening, April 27, she watched the Weather Channel from her hotel room and decided to warn friends in Atlanta about the tornado warnings issued for much of the South. She tried calling home, but no one answered.

The next morning, her cell phone rang.

"The house is gone!" said the voice on the other end.

"What do you mean the house is gone?"

"It's just gone! There's nothing but splinters left!"

Melissa had been renting a bedroom apartment in the basement of a peaceful country home near Collegedale, Tennessee. The night of April 27 was anything but peaceful. The owners of the home had decided to make a quick, late-night trip to Walmart for supplies in case bad weather hit. While they were gone, it did.

Their son and a Korean exchange student living with them, both 17 years old, barely made it to the basement laundry room when the tornado hit and ran. There was the only small space left standing when the howling stopped and only the darkness remained. Melissa wasn't there, but she was one of the victims.

Like many ASI members, Melissa's purpose for ministry defines her life. It also defines what she did and did not lose in that devastating storm. That's why she doesn't care that most of her clothes and personal belongings are gone, and that her car was crushed by the falling house

and blown across the yard. She is thrilled that her Bible and a few other books, a small bag of loose change, two video cameras, two tripods, and a portable video case housing a delicate 32-inch monitor were about the only things spared.

One of the cameras had been knocked from a tripod that was the highest standing item when it was found. Only a small, easily fixed item on the camera was damaged. She had just thought to buy a special travel case for the other equipment a month or so earlier, so it also was protected.

Melissa is an independent video producer whose personal mission it is to help small ministries with even smaller budgets produce television programs they couldn't otherwise afford. For many independent ministries, commercial video production rates are prohibitive. Those ministries have important messages, but they lack the creative and financial resources needed to communicate them to a larger audience. Melissa has spent plenty of time in front of the camera as a television personality, so she can tell a good story. But she's more interested in helping others tell theirs.

Melissa has a flat rate for her services: faithfulness. "When ministries



Melissa Summers has spent plenty of time in front of the camera, but prefers sharing stories from behind the lens.

ask for my rates,” she says, “I tell them, ‘Be faithful and give whatever donation you can afford to give.’ I know there are honest and dishonest people. I have needs. I have to eat, to keep up my car insurance, and pay my rent. But I have seen the Lord work. The Lord just blesses.”

It’s not that she expects everyone to function that way. But it works for her. It’s her calling, and she fills a ministry niche that needs filling.

Besides the Bible and the \$50,000 worth of video production equipment spared, the most significant item Melissa found when she returned “home” was a small pamphlet that had been distributed in registration packets at an ASI Convention years ago. She found it while crawling on her stomach across the water-soaked basement floor under what once had been the roof. She was literally at the lowest point in the house when she saw it lying there, face up. It was called *Steps Toward the Upper Room*.

“It contained the most beautiful collection of Bible verses and Spirit of Prophecy quotes,” she says. “It talked



***Steps Toward the Upper Room*, right where it was found after the tornado.**

about having the ‘upper room’ experience and being filled with the Holy Spirit. That really stood out to me, because when you have no material room—when everything’s gone—there’s only the ‘upper room’ to go to.”

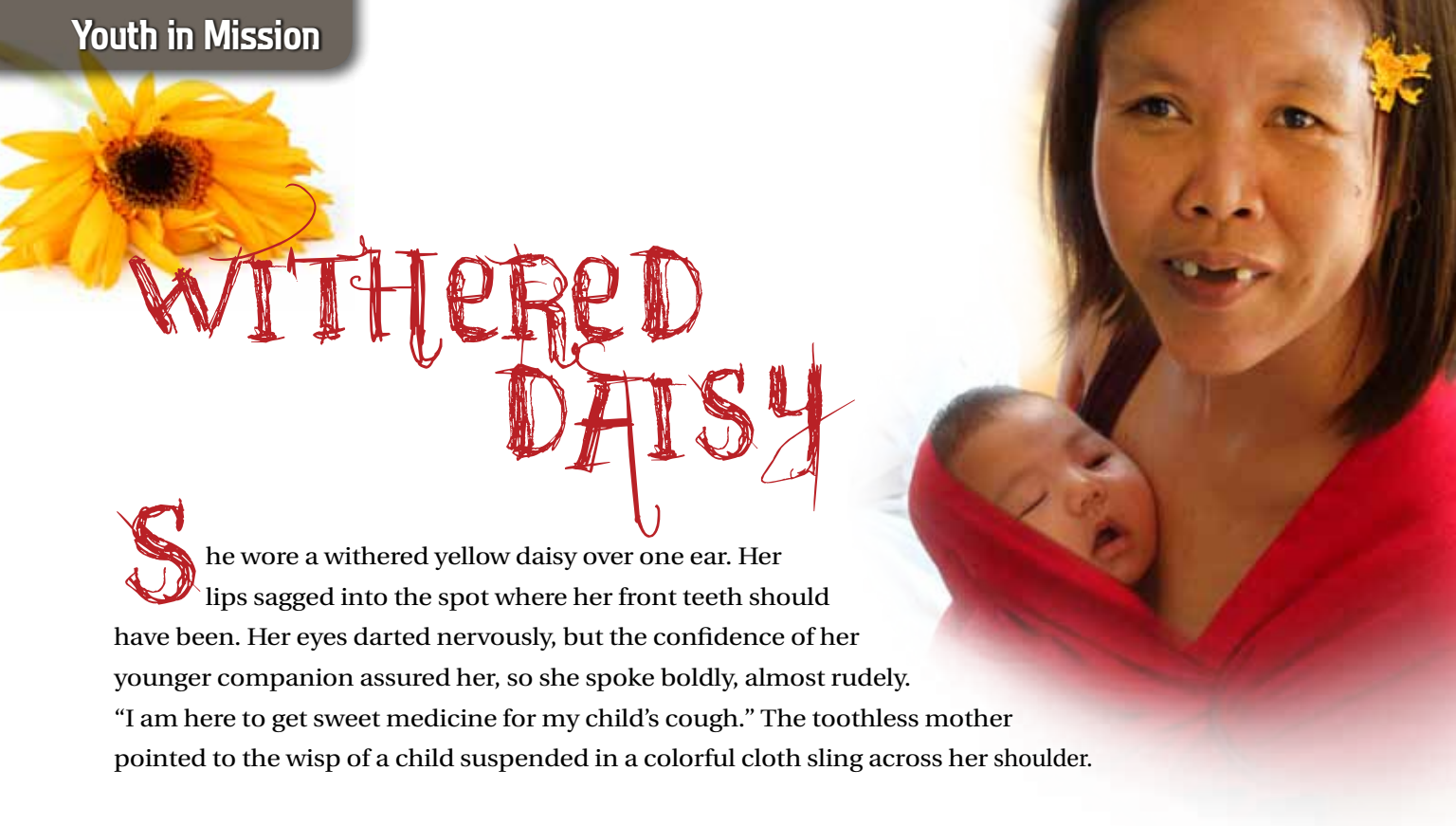
Even if the results had been worse, Melissa’s perspective would not have changed, she says. “I think the biggest thing is, when God gives us a work to do, we have to be faith-

ful to that work, even unto death. Fortunately, this time He saw fit to spare my life, but even life should be subjected to the ultimate work or mission the Lord brings us to.”

She’s quick to list with excitement the many ideas and projects she still has on her plate. “Think about it!” she exclaims. “It’s not meant for us merely to ‘make a living.’ We’re so close to the end, we have to be about God’s work!”

At the time of this writing, Melissa is still taking refuge in a hotel and looking for where the Lord will next take her and her ministry, DVI Global Production. With her life and ministry equipment miraculously spared, Melissa remains sure of her mission.

Conna Bond is the communication director for ASI.



She wore a withered yellow daisy over one ear. Her lips sagged into the spot where her front teeth should have been. Her eyes darted nervously, but the confidence of her younger companion assured her, so she spoke boldly, almost rudely. "I am here to get sweet medicine for my child's cough." The toothless mother pointed to the wisp of a child suspended in a colorful cloth sling across her shoulder.

"After I finish class, I'll eat a quick lunch, and then I'll see your baby," I replied, trying not to sound irritated that my afternoon plans were once again interrupted, then changed my mind.

It's difficult to enjoy lunch anyway when you know someone is waiting to get home before afternoon rain clouds drench the steep, slippery trails. "Come on down to my house, and I'll take a look at the baby," I said, leading the way to my tent under the huge mango trees a few steps from the school.

The younger companion had come with her husband a month or two earlier to get medicine. She'd been painfully shy then, but now acted as if I were an old friend. "My child's cough went away thanks to that medicine he gave me last time," she told her friend.

I examined the scrawny, malnourished one-year-old, gave his mother some medicine, and told her to bring him to me regularly so I could weigh him and give him vitamins. By that time, she'd lost her shyness and began telling me about her children. Then she paused, and her voice changed. "And then there is Runilin," she said, her body tensing and her head bowing as she sighed with grief. "She was old enough to run. But not now . . . If I had only known!"

"Auntie, I don't understand. What are you trying to tell me?" I asked.

Her face twisted in pain as she gestured across the valley. "She is buried over there in our garden. Her grave is still fresh." Then she groaned, clenched her teeth, and

said, "Oh, if I had only known that you had medicine, she might have lived!"

I stood silently and listened, absorbing her pain. I thought of the thousands of other people—in the next valley, and the next. The thousands throughout the world whose faces twist in anguish when they realize they could have done something to avert the suffering and death of loved ones.

But no one has told them yet, of freedom from disease, of freedom from bondage to Satan, so the suffering continues. Men, women, children and babies just old enough to run continue to die without hope. I'm not just talking about the fringes of the frontier. The overwhelming majority of people in this world have little to no understanding of salvation.

Of what value are your career, your plans, your very life in contrast to this huge need? As Eric B. Hare urges in *Fullness of Joy*, "Go, therefore, lose your lives in the furrow of the world's great need, for 'except a corn of wheat fall into the ground and die it abideth alone; but if it die, it bringeth forth much fruit.' John 12:24." Lose your life to bring hope to people who have never had hope before, and find it again as faces twisted in grief melt into smiles of assurance of God's love and the hope of eternal life.



Brian Glass, a recent nursing graduate of Southern Adventist University, is a student missionary with Adventist Frontier Missions. For the past two years he has been serving among the Palawano people, a tribal group in the hills of the Philippines. He longs for other committed Adventist Christians to join him in service.



ARE YOU A CHRISTIAN?

Since I began serving as a Bible worker in California, the price of gas has steadily increased to nearly \$4.30 per gallon. In one month alone, I've spent well over \$250 for gas, which, for a Bible worker, is too much. Several people who attend my church use public transportation, so I started using it as well. It's not only cheaper than driving, but it also gives me more opportunities to talk and share with people.

Along with several others using public transportation, I started distributing G.L.O.W. (Giving Light to Our World) tracts on the commuter trains. We board the last car, wait for the train to start moving, and then walk to the front, handing tracts to anyone who will take them. Sometimes we're able to cover as many as four cars in one ride. It's easy to distribute more than 100 G.L.O.W. tracts in one day.

One day, on my way to a Bible study, I sat by a lady who was listening to music through her headphones. I casually handed her a tract called "Promise of Peace," then sat back to read my Bible. She took her headphones off and began to talk to me about what I was reading. At one point, she asked me what I did, so I told her that I teach the Bible. "That's great," she responded. "Can I get your phone number? I want to meet up and study sometime."

That was the first time I'd ever had someone ask me to study the Bible. While we were talking, a girl in front of us made a comment, and the lady next to me asked her, "Are you a Christian?"

"Kind of," the girl responded. "I've thought about it."

"Here," the lady next to me said, handing the girl a G.L.O.W. tract she'd picked up from another seat. "You should read this and consider becoming a Christian."

Many times I've seen people reading the G.L.O.W. tracts on the train who I would never picture sitting in church. We really don't know the results of our work. If we faithfully respond to every opportunity to share with others the light God has given us, we're sure to see results. And even if we don't see any apparent fruits here on earth, we can look forward to seeing many of those we reached out to at the Tree of Life someday—those who went on to seek more truth and who gave their lives to Christ. It is worth the effort. It is worth the time.



James Wilson is 18 years old and is from Atlanta, Georgia. Last year, he was a site coordinator for Youth For Jesus in Ocala, Florida, and this summer he'll be a YFJ site coordinator for the West Sacramento Church. He is a 2009 graduate of Emmanuel Institute of Evangelism in Michigan.

Amazing Facts: *Most Important Questions Series*

In October 2010, Amazing Facts aired a ten-part series called *Most Important Questions*, sponsored in part by last year's ASI special projects offering. The outreach and revival event, broadcast live from Great Lakes Adventist Academy in Michigan, specifically targeted teens in response to the staggering statistic that 65 percent of Adventist children leave the church by the time they graduate from college. It aired on 3ABN, Hope Channel and the Inspiration Network.



Joshua Gonzalez found answers to many questions during the *Most Important Questions* series. He continued growing in Christ and was baptized in May.

Amazing Facts recognized an urgent need for programming that would speak to the concerns of youth. During the series, Pastor Doug Batchelor addressed a gauntlet of core questions that today's Christian youth grapple with, including the existence of God and the evolution/creation controversy. The series also had an interactive element, with more than 7,000 questions submitted by teens via Facebook, texts, e-mails and the Amazing Facts website on a variety of topics including sexuality, suicide, church attendance and dating.

More than 1,000 church and home sites around the world registered for the event, with known viewers from 60 countries and across Christian denominations. More non-Adventist churches than Adventist churches registered for the event. Amazing Facts published a companion *Most Important Questions Answer Guide* and distrib-

uted more than 10,000 for the event.

Fourteen-year-old Joshua Gonzalez says he found many answers to his questions through the MIQ series. "After MIQ, God changed my attitude. I saw things differently. God told me to respect other people." His radical transformation has continued since the series, and on May 7, 2011, he was baptized in the Deltona Spanish Church in Michigan.

It's been extraordinary to see Joshua change," his father says, "He's completely different—physically, emotionally and spiritually."

Light Bearers Ministry: Lusaka Evangelism Campaign

The \$20,000 in funding granted last year by ASI to Light Bearers Ministry was successfully used in September 2010 for an evangelism campaign in Lusaka, Zambia. This large-scale project in Southern Africa involved shipping five containers of literature to the city in preparation for the 16-night evangelistic series, held in a large field in the city center.

The number of attendees grew from 3,000 on opening night to more than 10,000 attending nightly before the meetings ended. The series title, *New Light, New Power*, was meant to convey that every truth in the Bible is seen in a *new light* and imparts *new power* when viewed in the context of the cross.

"James [Rafferty] and Ty [Gibson] have offered a new approach to evangelism, and we have seen that it works here in Zambia," said Elder Passmore Mulambo, the conference president who invited Light Bearers to Zambia. "They lift up Jesus Christ and make the cross the center of every presentation."

Elder Mulambo observed that the campaign had three positive outcomes. First, it was a tremendous blessing to the community as thousands of people attended the meetings and encountered the gospel of Jesus Christ for the first time. Second, the campaign brought revival to thousands of local Adventist church members who attended the meetings. Finally, it was a positive learning experience for local pastors and evangelists.

One local church leader said, "After this campaign, we will never do evangelism the same again in Zambia."

ASI Abroad

ASI Europe

ASI Europe approved 15 project applications in 2010, reports vice president for evangelism Kamil Kreutziger. The projects were divided into three general groups: Youth For Jesus, short-term mission projects, and student sponsorships.

Youth for Jesus projects were held in the United Kingdom, Spain, Hungary, Slovakia, The Netherlands, Norway and France. Eight students from Spain and Germany were sent on short-term mission trips to the Dominican Republic and the Republic of Palau. Another nine students were sponsored to attend the *Colegio Adventista de Sagunto* in Spain, *ARISE* in California, and the Center of Evangelism PEACE in the United Kingdom.

ASI Europe has been able to track the results of these projects over the past year, including 286 baptisms overseas, 28 baptisms in Europe, and another 38 preparing for baptism in Europe. Four new Bible study groups have been started. Of the 201 people studying the Bible, 54 are doing so on the Internet.

The youth of Europe have particularly felt the impact of the ASI Europe project offering. Through the various Youth For Jesus programs, 157 youth were trained in evangelism, 330 were influenced, and 9 youth committed to full-time ministry (6 pastors, 2 literature evangelists, and 1 overseas missionary).

"I would like to thank [ASI members] for your constant prayers and support," says Kreutziger. "Many people [were able to] hear the Adventist message, and many were added to the Kingdom of God."

Seven new projects have been approved for 2011. *The Great Controversy* magabook program is being spon-



"YFJ gave me the desire to build my relationship with God, read more and pray more. It brought me new friends and family, which I like very much. Touch the sky!" said Deniska, 19, from the Slovakia Youth for Jesus program.

sored under the direction of Springs of Life in Poland. Youth evangelism training programs are planned in Spain and in the Moravian cities of Zlin and Vsetin in the Czech Republic. Two Bible workers are working with local church members to break down societal barriers and establish a church in France, where religious prejudice runs high. Three theology students from the *Seminario Adventista Espanol* in Spain are being sponsored to preach ShareHim evangelistic campaigns in the

Republic of Cape Verde.

"Miracle in Madrid" is a new television ministry project of *ALFA Televisión* in Spain. It combines 24-hour Adventist programming in the Spanish language with phone evangelists personally offering viewers books, DVDs and Bible studies, or inviting them to special events such as concerts, stop smoking seminars and evangelistic campaigns.

Another unique project is reaching the discouraged and downtrodden in Portugal. Copies of *My Bible* are being distributed for free by ASI Portugal and MedicineOne. The project focuses on people facing health problems, financial difficulties, depression, discouragement, guilt, loneliness, unemployment and other overwhelming difficulties. Bible verses are underlined in different colors that correspond to various human emotions or problems. A collection of Bible texts dealing with Adventist fundamental beliefs is also included. Copies of *My Bible* are placed beside every hospital bed and in each prison cell. The project is designed to reach people unfamiliar with the Bible, but who feel a personal need to know God.



Part of the Adventure

BY JESSE JOHNSON

When I loaded my wife and four children into our truck to head west to the ASI Mid-America spring meeting in Colorado last March, none of us knew what to expect. We'd attended many national ASI conventions over the years—in fact, I grew up attending them with my father—but we'd never attended a regional chapter meeting.

The two-day trip to Denver seemed short compared to the “Big Trip” we took as a family a couple of years ago before settling on a sprawling farm in Missouri. Over six months, we journeyed 27,000 miles in a fifth-wheel through 34 states, visiting many national and state parks and most of our immediate and distant family members. (Anyone who homeschools understands that sort of thing.)

My background is in business and technology, but I also hold degrees in education and religion. At one point I owned a medical imaging company but felt impressed to get more personally involved with the great commission. I sold the company to work with ASI member businesses and ministries that were benefiting the global church. Currently I run a company called netAserve, which provides support services globally for the netAdventist web services platform. Nema, my wife of 20 years, and our children, Alexandria 18, Mckinzie 15, Jaideen 12 and Roman 9 (our only boy), are well accustomed to the inevitable adventures and transitions that result from combining lifework with mission.

Our trip to Denver was another one of those adventures. Imagine my surprise when I was elected

president of the ASI Mid-America chapter. I was reluctant to accept. My wife and I went for a walk to talk and pray about it. We're already so busy with other things God wants us to be doing. But, in retrospect, I'm excited to be leading our union ASI chapter.

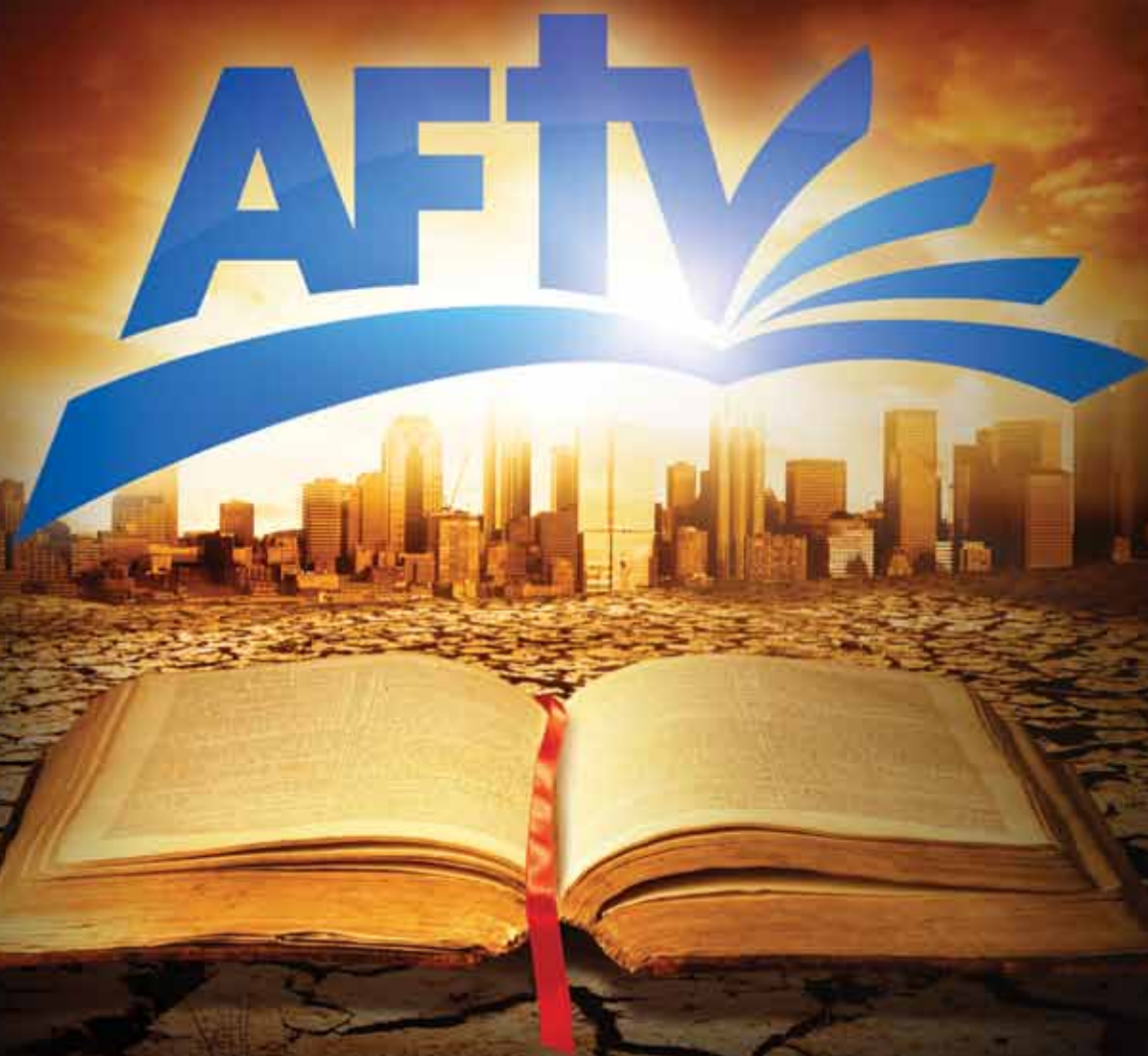
The meetings were an incredible blessing to each member of our family. (Roman especially enjoyed the meetings planned for his age group). The speakers not only were studied and intellectually stimulating, but they also communicated unique views of our last-day priorities.

We returned home, energized to continue the outreach work we're doing in our local community. We've been experimenting lately to find out what works. I preach at our local church twice a month, and we've started a Pathfinder club. We did a mailing in our local Zip Code and are following up on 84 Bible study requests. We're even running a gardening seminar and plan to do a few more if this one is successful. High-speed Internet and a nearby airport allow me to labor actively from home until He comes—any minute now. We're looking forward to the international ASI convention in Sacramento, but we're glad to have finally connected with our local ASI community and to have found out what we were missing.



Jesse Johnson lives and works with his family near Farmington, Missouri. He is the new president of ASI Mid-America. You can contact him by e-mail at JesseJ@netAserve.com, on Facebook at [DrJesseJohnson](https://www.facebook.com/DrJesseJohnson), or on Twitter @JesseJ.

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