

Those to Serve

June 22		June 29	
Morning Worship		Morning Worship	
Opening Prayer	Neil Barnhill	Opening Prayer	David Smith
Song Leader	Kevin Odom	Song Leader	Greg Fabian
Communion		Communion	
Presiding:	Von Knight	Presiding:	Brian Pack
Rick Stone	Bobby Parker	Eugene Priestley	Von Knight
Chuck Huckabee	Claude Anderson	Paul Dillon	Kevin Ford
Gary Adams	Elijah Sandoval	Bill Westmoreland	Nathan Scarsdale
Closing Prayer	Chris Lindelof	Closing Prayer	Ron Bazzy
Nursery		Nursery	
Laurie Maxcey	Laura Wilson	Laura Odom	Judy Dillon
Evening Worship		Evening Worship	
Opening Prayer	Paul Hamilton	Opening Prayer	Kevin Odom
Song Leader	Mike Turner	Song Leader	Bobby Parker
Communion	E. Ray & B. Williams	Communion	C. Huckabee & P. Godwin
Closing Prayer	Lynn Adams	Closing Prayer	Jeremy Brown
Nursery	Angela Parker	Nursery	Stephanie Ray
Both Services		Both Services	
Ushers (*indicates head usher)		Ushers (*indicates head usher)	
* Eddie Ray, Bob Williams, Larry Roberson, Gheath Alatrash, Kyle Huckabee		* Chuck Huckabee, Phil Godwin, Dal Randle, Loyd Wilson, Josh Hamilton	
Announcements	Ryan Parsons	Announcements	Ryan Parsons
Video Camera	Taylor Griffith	Video Camera	John Adams
Welcomers		Welcomers	
Von & Rubye Jo Knight		Claude & Leona Anderson	
Gary & Jean Adams		Lynn & Lucille Adams	
Building Lock Up	Von Knight	Building Lock Up	Bill Russell
Wednesday 6/18		Wednesday 6/25	
Song Leader	Ross Genaro	Song Leader	Bobby Parker
Opening Prayer	Tex Greene	Opening Prayer	Claude Anderson
Closing Prayer	Mike Turner	Closing Prayer	David Smith
Devotional	Bill Westmoreland	Devotional	Dwight Ramsey

Pearland Church of Christ

...equipping the saints for the work of service, building up the body of Christ...

2217 N. Grand Blvd.

Pearland, TX 77581 • 281-485-2436

Worship Times:

Sunday

Bible Study9 am

Morning Worship.....10 am

Evening Worship.....6 pm

Wednesday

Ladies Bible Class.....7 pm

Wednesday Bible Study...7 pm

ELDERS

Gary Adams 281-485-2436
Greg Fabian 281-485-2436
Von Knight 281-485-2436
Clifford Layton 281-485-2436

DEACONS

David Blair – Building & Grounds
Chuck Huckabee – Finances
Chris Lindelof—Benevolence
Kevin Odom – I.T.
Eddie Ray – Education & Missions
Mike Turner—Worship Services

MINISTERS

D.C. Brown Pulpit Minister
Ryan Parsons Youth & Family Minister
Paul Tiohanon Evangelist
 Save, Benin West Africa

www.pearlandcoc.com

JUNE 18, 2008

The Pearland Harvester

EQUIPPING THE SAINTS FOR THE WORK OF SERVICE, BUILDING UP THE BODY OF CHRIST

A PUBLICATION OF THE PEARLAND CHURCH OF CHRIST



THAT DOESN'T MAKE SENSE

INSIDE THIS ISSUE:

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While browsing the internet I stumbled onto a web page dedicated to venting about commercials and ads that do not make sense. They showcased a number of television commercials that for one reason or another didn't make sense. Most were unfamiliar to me, but I got the point. I recall a series of commercials that Levi Strauss ran back in the 80's that I never understood. I never saw anything that said to me "Go buy some Levis." In fact, until the commercial ended with a graphic that featured their logo, I couldn't have told you what they were trying to sell.

Manufacturers pay millions of dollars in advertising with the intent of making their product known but when the flashy commercial doesn't create brand recognition in the mind of the consumer the money is wasted.

Wikipedia gives the following definition for brand:

A brand is a collection of experiences and associations attached to a company, organization, product or service; more specifically, brand refers to the concrete symbols such as a name, logo, slogan, and design scheme. A brand is a symbolic embodiment of all the information connected to a company, organization, product or service.

Brand recognition and other reactions are created by the accumulation of experiences and associations with the specific company, organization, product or service, both directly relating to its function, and through the influence of advertising, design, media commentary and word to mouth. A brand in turn serves to create associations and expectations. Ultimately "the brand" is any element which, in the minds of consumers or audience, differentiates a company, organization, product or service from competitors.

A brand often includes an explicit logo, fonts, color schemes, symbols, sound which may be developed to represent implicit values, ideas, and even personality.

Source - <http://en.wikipedia.org/wiki/Brand>

Using that definition as a model, Christianity is like the brand. It is that "element which, in the minds of" our friends, neighbors and the public in general, "differentiates" us from any other group. Some of the citizens of Athens invited Paul to the Areopagus to proclaim "this new teaching...For you are bringing some strange things to our ears; so we want to know what these things mean" (Acts 17:19,20). They knew that nothing he was teaching was quite like anything they had ever heard before, and they were right (1 Cor. 2:9). He refused to deviate from that message (1 Cor. 2:2) and he urged others to remain true to that unique and distinct message (2 Tim. 4:1-4).

The church of this generation faces the same temptations it has faced in all of its preceding generations: we are constantly urged to advertize Christianity with gimmicks and programs that are creative but fail miserably at creating brand recognition. The proof that these things don't work is obvious. The denominational world has attempted to advertise "Christianity" with social programs that look more like the United Way than The Way. They have subdued the message with glitzy entertainment that looks as much like a concert as, well, a concert. They have created churches geared towards correcting social injustices and what they project to the public looks like so much like a political rally that if the robes and the swaying choir weren't evident, it would not be possible to distinguish between the two. They have turned opportunities to evangelize the world through the medium of television into opportunities to sell books, mugs and trinkets. The telethon on a religious network looks a like the telethon on your local PBS station.

A commercial that is intended to make you want to buy a pair of jeans ought to make it clear from the beginning that you need those jeans rather than make some artistic statement about the sky and the flowers with a jean clad girl in the background taking it all in. And if you think I am too old fashioned or too unsophisticated to appreciate the more subtle



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YOUTH EVENTS

JR. & SR. HIGH

J.A.M. 3RD THRU 6TH



J.A.M will resume in the fall. Stay tuned for summer details.

Bible Class 2 Yr Old—6th Grade

This week your Sunday morning lesson will be **Israelites are Slaves in Egypt (Exodus 1)**. Teachers please your activity sheets to the Annex. Wednesday evening will be Vacation Bible School.



THAT DOESN'T MAKE SENSE

approach, consider this - Levi Strauss dumped those commercials years ago.

The temptation to come up with a new approach is the first step to creating confusion and it ensures that the mission will fail. The message cannot be different because it is unique! If we change it, we only make it look like something else. The worship cannot be different because it is ordained of God. If we change it, we will be lost to the world. Others have changed it long ago and they have a more glitzy approach than we will be able to produce. At best, we will only look like them.

The goal of Christianity cannot be different because it is the only way to eternal life. If we change it, we will look more like the Salvation Army or the Red Cross than we will children of God.

Would the saints who have gone on before us see our actions and be confused about what we are trying to advertize? Would the world recognize us as being unique and distinctive as they watch us advertize our message? Some ads just don't make sense!

D. C. Brown ©2008

June Birthdays

18	Dwight Bateman	18	John Gartrell
20	Jeremy Brown	21	Carol Ann DeWeese
21	Chris Lindelof	23	Debbie Brown
23	Gheath Alatrash	26	Bill Kirby
28	Katie Barnes	28	Ben Lenamon
30	Crystal Pack		

New Addresses

Paul & April Cartwright
3904 Cedarwood Dr
Pearland, TX 77584

James & Laone Taylor
James, Jr.
3208 Layton Place Dr
Pearland, TX 77581

VBS Registration Forms are available in the foyer.
Invite your friends!

New Office Hours

Monday through Thursday - 9:00 to 4:00
Friday - 9:00 to 12:00

Please be aware that we have installed an alarm system on the office. We will be assigning codes to those authorized to be in the office. In the meantime, if you need in after office hours please contact a staff member.

KEPT IN PRAYER

Betty Bazzy's report showed no change - things appear to have stabilized. Please continue to keep this family in prayer.

Cooper Gartrell is continuing his treatments on a daily basis.

Becky Hopkins underwent surgery this morning at M.D. Anderson Hospital.

Joyce Howard was released from the hospital on Saturday.

Vi Price is in Clear Lake Hospital, Room 4435, in the Heart Institute Building following an apparent heart attack on Sunday evening.

Bill Westmoreland began chemo treatments on Monday.

Wayne Dees, son of Daisy Dees, has been diag-

nosed with a malignant brain tumor and surgery has been postponed until next Thursday. He appreciates your prayers.

In Continuing Need: Our Members: Betty Bazzy, LaRue Case, Cooper Gartrell, Dorothy Kirkland, Ed & Wilma Koob, Janice Lemoine, Claudia Martin, Dwight & Andra Ramsey, Elaine Rawlings, Chase Shelton, Rick Stone.

Shut-In: Varnell Allison, Katie Barnes, Leonard Dunford, Louise Farmer, Rossie Gilbert, Rebecca Morgenthaler.

Others: Timothy Anderson, Alexander & Elliott Barahona, Elton Bennett, Justin Britt, Delta Burner, Hazel & Doyal Childress, Margaret Clayton, Michael Dykes, Bob & Dee Grigg, Fred & Florence Henshaw, William Kay, Jeanette Leonard, Margaret McKinney, Pat Miller, Lauren Murphy, Sue Pinch, Clairette Pool, Joan Pollock, Katy Ramsey, Betty Rosenberg, Bing Scherzer, Lance Smith, Brett Statham, Kay Taliaferro, Alan Walker, Adam Wilson, Elaine Wilson.

ANNOUNCEMENTS & UPCOMING EVENTS

- **Von Knight** is the contact elder for June. If you would like to schedule a meeting with the elders, please see Von.
- **Dominica Meeting** this Sunday at 4:00 PM.
- **Due to VBS** this Sunday evening & next Wednesday evening service schedules will be slightly altered. Thank you for your patience & understanding.
- **Brazos Valley Campers** meet at the Annex at 9:00 AM on Saturday, the 28th. You will need to bring a sack lunch.
- If you have **borrowed** any **table or chairs** from the church—please return them ASAP.

