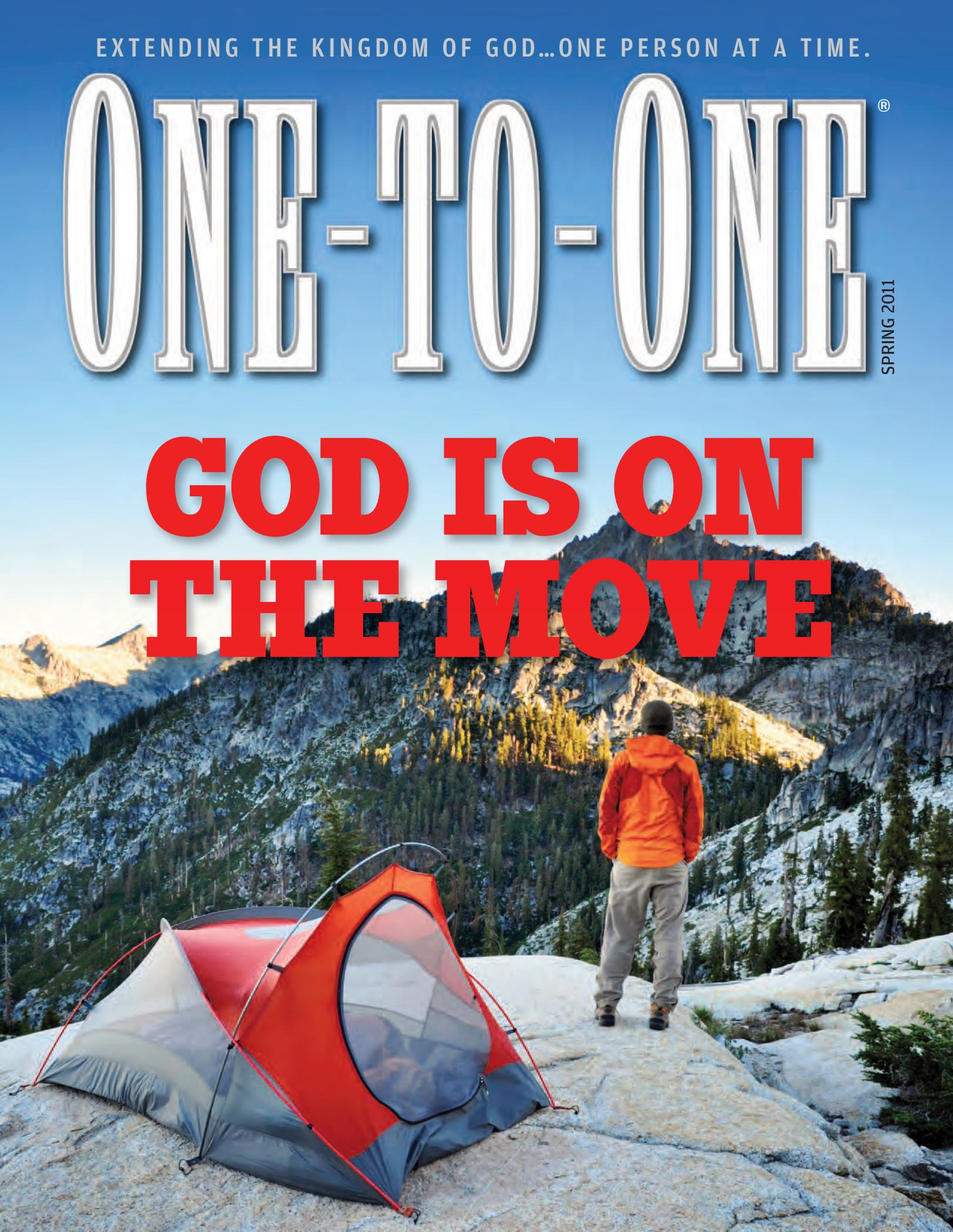


EXTENDING THE KINGDOM OF GOD...ONE PERSON AT A TIME.

ONE-TO-ONE[®]

SPRING 2011

GOD IS ON THE MOVE



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YOU ARE INVITED TO THE ANNUAL CSM
GATLINBURG CONFERENCE, MAY 4-6

TRANSLATING

WORLDVIEW INTO WORLD MISSION



FROM THE EDITOR

“When you look at the world/What is it that you see/People find all kinds of things/That bring them to their knees”

—from “When I Look at the World” by U2 *

We all have a certain way of looking at the world around us, based upon our experiences, our values, and our particular vantage point. Also, we are often prone to see events through the prism of immediate circumstances or emotions.

How we see and understand the world is of vital importance, because it determines our attitudes and actions ... what we think, speak, and do every day. Having our worldview shaped first and foremost by a living relationship to God and the timeless truths in His Word is truly a matter of life and death, for us, and for those we encounter.

The world in which we live is not static; it is dynamic, even volatile. The changes we have witnessed in the past few weeks, particularly in the Middle East, seem swift and stunning, though they have been brewing and stewing for decades. To have a clear perspective on “orderly history” is difficult enough, but to see clearly in the heat and fog of

change is impossible, apart from the wisdom that comes from the Lord.

What we are witnessing is so unprecedented in our lifetimes that we cannot even adequately describe or understand what it is that we are witnessing. And the consequences of these events will be playing out for decades to come, for better or for worse. One thing is certain: no one reading this will be unaffected.

Months ago, by the leading of the Holy Spirit, we began to plan for our annual CSM Leadership Conference in Gatlinburg, TN, around the theme, “Translating Worldview into World Mission.” We did not realize at the time just how significant and relevant this theme would be for this moment now.

Likewise, the line-up of speakers represents God’s Sovereign wisdom and direction. **DR. NORMAN GEISLER**, one of the premier teachers of Biblical Worldview and Apologetics in our generation, will be with us in Gatlinburg,

as well as our good friend, **RAY CIERVO**, who has been mentored by Dr. Geisler. Each of these men is exceptionally well-equipped biblically to provide insights on foundations that will withstand the great world shaking now happening; to inspire us to declare life-saving truth in a world infected with self-destructive relativism.

We will also hear from **LUKE YEGHNAZAR**, a courageous apostolic leader who ministers extensively in the Middle East, including in Iran. Luke has some amazing stories of God’s faithfulness being demonstrated among oppressed and persecuted people groups. He has a unique perspective on current events that transcends the news, bringing hope and insight concerning Christ’s Kingdom. **CHARLES SIMPSON** rounds out the stellar line-up of featured speakers. His recent teaching has focused on preparing for “the age to come” ... how and where to invest in Kingdom soil.

In addition to these speakers, we will also enjoy deep and rich times of praise and worship, led by **DON POYTHRESS**, **JIM LAVERDE**, and the Worship Team from Abundant Life Church in Mt. Juliet, TN.

There is still time for you to register for Gatlinburg 2011, and you can do so quickly online at www.csmpublishing.org, or by calling us toll-free at (888) 811-2276. The conference cost includes 2 nights at the beautifully renovated Doubletree Park Vista Hotel, plus five meals, conference workbook, and registration (total is \$295 per person double occupancy/\$385 single occupancy).

This conference will equip and encourage you for the times in which we live ... to not simply “hold out until Jesus comes,” but to boldly extend His Kingdom of righteousness, peace, and joy in the Holy Spirit. We look forward to being together with you! **121**

* Words and music by Larry Mullen, Jr., Adam Clayton, Bono, The Edge

Stephen Simpson is the Editor of **One-to-One** and Senior Pastor of Covenant Church of Mobile. He is also available for ministry in your city. For more information, contact Betty Duke: bettydukeesm@aol.com / (251) 633-7900.

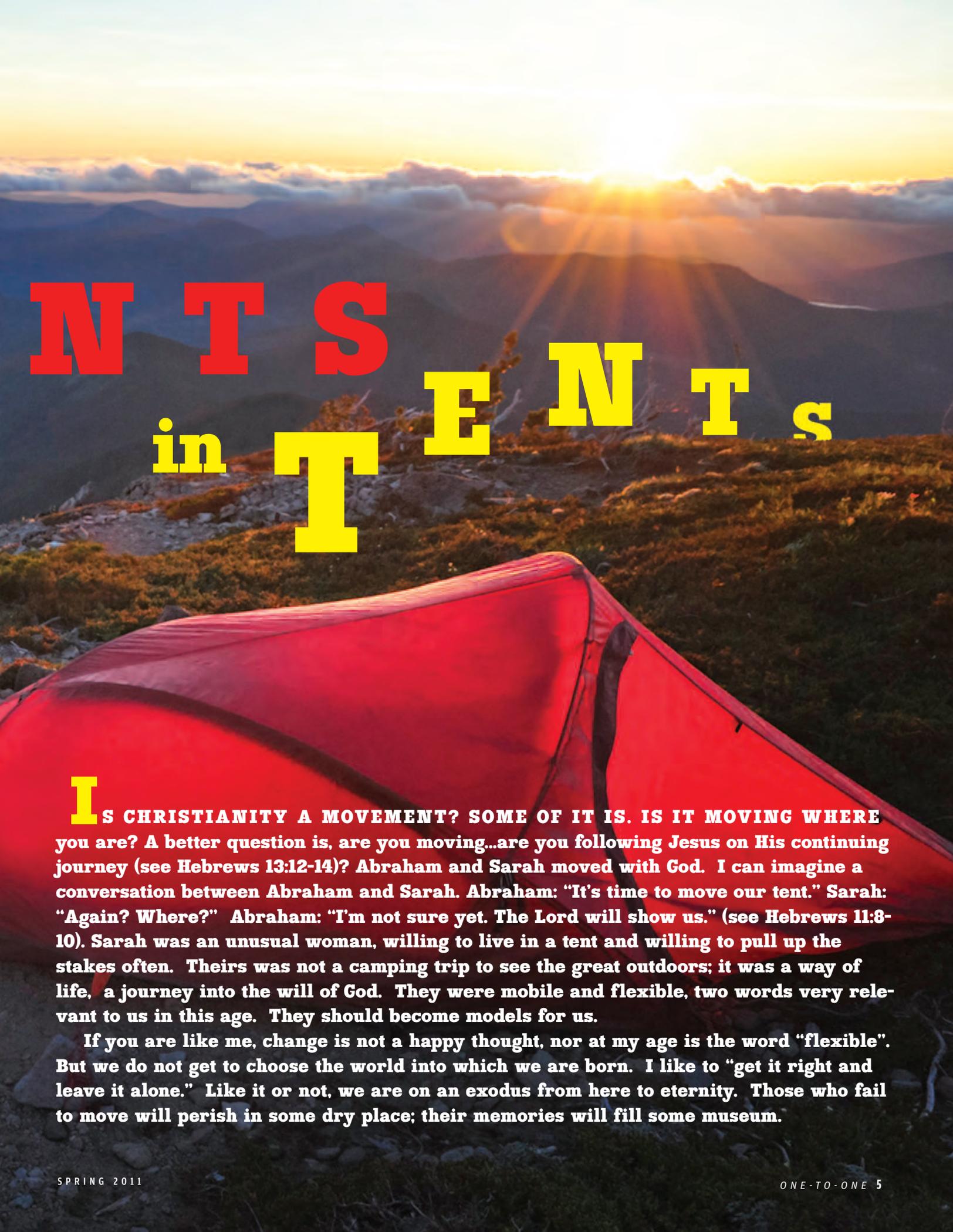
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MOVEME

**Following Jesus in our day
requires flexibility and
mobility...are you ready?**

BY CHARLES SIMPSON





NTS **in TENTS**

IS CHRISTIANITY A MOVEMENT? SOME OF IT IS. IS IT MOVING WHERE you are? A better question is, are you moving...are you following Jesus on His continuing journey (see Hebrews 13:12-14)? Abraham and Sarah moved with God. I can imagine a conversation between Abraham and Sarah. Abraham: "It's time to move our tent." Sarah: "Again? Where?" Abraham: "I'm not sure yet. The Lord will show us." (see Hebrews 11:8-10). Sarah was an unusual woman, willing to live in a tent and willing to pull up the stakes often. Theirs was not a camping trip to see the great outdoors; it was a way of life, a journey into the will of God. They were mobile and flexible, two words very relevant to us in this age. They should become models for us.

If you are like me, change is not a happy thought, nor at my age is the word "flexible". But we do not get to choose the world into which we are born. I like to "get it right and leave it alone." Like it or not, we are on an exodus from here to eternity. Those who fail to move will perish in some dry place; their memories will fill some museum.

Before my wife, Carolyn, made her passage into the eternal presence of God, we were married 47-and-a-half years. We made numerous moves during our time together. Like many women, she was a “nester”. But like Sarah, she dutifully, if not always joyfully, made the transition.

Changing circumstances necessitated moves, and we sought to move in the Lord. Thank God, moving with Him meant that He Who guides also provides.

History’s landscapes are littered with the bones of those who either refused to move or began to do so but later drew back, like Israel in the wilderness. Going to visit those places is a trip into yesterday—interesting but no longer relevant. I have seen many such places and groups, clinging to their past...some nations and some churches. They once moved, but no longer. At some point, tradition becomes “ancestor worship”, while the world around them kept changing. No, not all change is good, but neither is the refusal to change and grow.

The past year brought a lot of change: politically, economically, technologically, and sociologically. Not all of it was good. The year we are in now

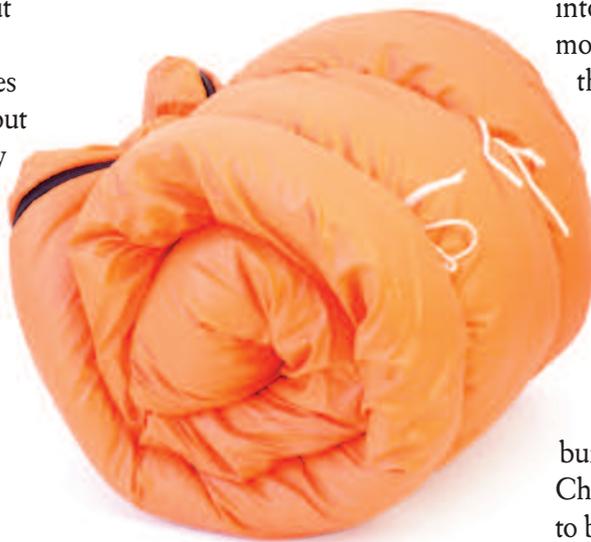
IF OUR FAITH RESTS IN SOME SITUATION WE WILL NOT MOVE WITH GOD.

is continuing that trend, even accelerating it. I do not like much of the seemingly out-of-control change, but I have a choice: I can stop changing or draw back and crystalize (turn to a pillar of salt), or I can grow through change. At

my age, that is a challenge, but one that I accept. Our forefathers also accepted the reality of change and brought positive change to the world through faith. But, some things do not change.

WHAT DOES NOT CHANGE

It is knowing what will not change that enables us to go forward. God does not change; Jesus is the same forever (see Hebrews 13:8). Real love does not change, and hope does not change, if our hope is in Him (see 1 Corinthians 13:13). The mercy of God



does not change (2 Chronicles 7:3). The Word and truth of God does not change. In fact, every divine attribute remains the same. Knowing that, we can trust Him and be secure when He calls us to the next step.

If our faith rests in some situation, then we will not move with God. If it rests in the unchanging, faithful God, we can move into new circumstances that will motivate a renewed faith, and that will change us. The alternative is to withdraw into depression or fear. Seeking the Lord, moving with Him, and finding a deeper relationship is much preferred! But it will require a new mindset.

TENTS AND TEMPLES

Tents are mobile; they can be taken down and moved to a new location. People have lived in tents since our earliest history. After thousands of years, some still do. Even the apostle Paul was a tent-maker, so there was a demand for tents even in his day.

The Tabernacle was a tent patterned by God Himself. So He was a Tent-Maker too. All of the Tabernacle was designed to represent Jesus Christ and His atoning work. For forty years, the Tabernacle stood in the center of Israel as they journeyed from Egypt into Canaan. When “the Presence” moved, the Tabernacle moved, and they moved with it. Even after

Israel reached Canaan, the Tabernacle tent remained during the reigns of Saul and David. It continued as a testimony to God’s Salvation and their journey into His will. God met them there, forgave them there, and guided them there.

But it was in David’s heart to build a permanent house for God (see 1 Chronicles 22:7). It was in God’s heart to build a permanent house for David; these were two very different houses. David’s heart was for a house of stone; God’s heart was to give David successors, a spiritual family (see 1 Chronicles 17:1-10). David wanted permanence; God was still thinking of the journey ahead.

Was David wrong? No. God gave the plans and resources to build the Temple, but the Temple was not God’s priority. Lineage was (see Genesis 18:17-19). The Lord saw that from David would come the eternal King. History proves that it is sons and daughters that secure the future, not magnificent structures. Abraham did quite well in tents (see Hebrews 11:9). He taught his children’s grandchildren to walk in covenant.

David's children, including Solomon did not do as well with their offspring. David gave millions of dollars and years to the Temple. When Solomon finished the Temple, it was glorious. However, David and Solomon lost the organic relationship to their children, whose lives were not so glorious.

Of course, David and Solomon are not alone in this problem. All kinds of leaders lose their children while building something else—a career, a business, or even a church. It was like that in Jesus' day. Israel had failed its children while trusting a Temple that had become corrupt and would not be as permanent as they thought (see Malachi 4:6; Matthew 24:1-2). The future was in the hands of their offspring, not in their Temple. This lesson has eluded many Christians.

NO CONTINUING CITY

Permanence is an illusion; Jesus and the apostles tried to warn us about that. Remember the story of the wealthy farmer who said, "I will tear down my barns and build bigger" (see Luke 12:18). His plan was interrupted.

Many years ago, I knew a man who bought very old, stately homes and took out of them very valuable antiques, paintings, columns, and furnishings. He had great plans, but alas, the building in which he stored them burned to the ground. It was as though his life went up in smoke.

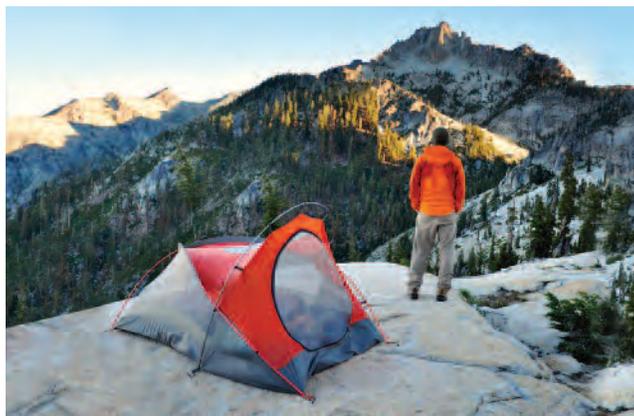
In Hebrews 13:14, we are told that we have here "no continuing city". Permanence is not in what we build for God; it is what He is building for us. The things of God are permanent, the things of earth are not. Life itself is a vapor.



Hebrews 11 reminds us of those who journeyed in faith and suffered to give us something better than what they had. Hebrews 12 tells us that since we are surrounded by so great a cloud of witnesses, we should *run with patience* the race set before us. In other words, keep moving in faith. In the

PERMANENCE IS NOT IN WHAT WE BUILD FOR GOD; IT'S WHAT HE IS BUILDING.

next verse, the writer gives us the key, "Looking unto Jesus, the Author and Finisher of our faith, who for the joy set before Him endured the Cross, suffered the shame, and has sat down at the Right Hand of the Throne of God." Jesus sat down when His journey was complete.



The great cathedrals of the world remind us of what happens when a people move from a "tent mentality" to a "temple mentality", and seek permanence here. Some of these temples lie in ruins, others are now surrounded by secularism or Islam, having lost their children. Did you ever notice how many banks and universities are built to look like

temples? For many, they are indeed houses of worship.

When we stop trusting God and journeying with Jesus, and start looking for permanence here, bad things happen: we transfer trust; time and resources are diverted; children are lost; and eventually disillusionment comes. But if our focus remains on Jesus—what He did and how He did it—life, children, and future can be saved.

So, does God want us to live in poverty—in some "tent city"? Absolutely not! He wants to bless us with all spiritual blessings in heavenly places in Christ Jesus (Ephesians 1:15-21). In Him, we have untold benefits (see Psalm 103). What He does want is for us to be mobile, to have a "tent mentality", to teach us how to be pilgrims and sojourners like our forefathers, and not to be fixated on things that are passing away. And He wants us to teach this to our children, who are too often being ensnared in the unimportant.

THAT OTHER TENT

Tents do not last forever; brick and mortar last longer than tents. But our bodies are not brick and mortar. They are tents. We live in an earthly house that shall be dissolved. Our "home" will likely last longer than our "house".

In I Corinthians 6:19, the apostle Paul says that our body is

CONTINUED ON PAGE 15



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APPLES OF



What We Say to Our Children is a Life and Death Matter

BY STEPHEN SIMPSON

EVERY NIGHT FOR THE PAST FEW WEEKS, I have sat down and written a love note to my daughter, Gracie, who is studying in Italy this semester. By the time she returns home to Alabama, it will have been nearly four months since I've been able to see her, but thanks to technology, we are able to keep in touch in other ways.

The love note is in the form of a Devotional or Bible Study that I am writing just for her. When the day is winding down, and the house is getting quiet, I have some moments of personal prayer and Bible reading, and then I share what the Lord is showing to me with my daughter.

When she awakes in the morning, the Devotional is waiting in the inbox for her. I share some verses, and some thoughts about the verses, as well as any guidance the Lord gives to me for her as she is going through life in a different culture. We have been amazed at how often the Devotional for the day turns out to be prophetically timely and relevant as the day's events and relationships begin to unfold. God is ever faithful—to His Word and through His Word.

What I have written has been specifically for her; it's not part of a group study or something I am writing for others. However, I do want to mention one of the verses the Lord gave me for her a few days ago: *"A word fitly spoken is like apples of gold in settings of silver"* (Proverbs 25:11).

A bit earlier in Proverbs, we read this: *"A man's stomach shall be satisfied from the fruit of his mouth; from the produce of his lips he shall be filled. Death and life are in the power of the tongue, and those who love it will eat its fruit"* (Proverbs 18:20-21).

THE POWER OF OUR WORDS



As I sat one night in my kitchen, lit only by the glow of my computer and thinking about my daughter asleep thousands of miles away, I meditated on the power of our words. How valuable is it to get a timely and wise word in a moment of crisis or need? What is it worth when all seems lost or confused, and suddenly, with laser-like clarity, God sends a message that shatters the darkness and cuts through the fog? When the weight of fear or a broken heart is suddenly lifted by a Holy Spirit-anointed word of love, encouragement, and hope? How many lives have been saved by a good word?

The Lord anointed prophets of old to declare His Word to His people,

bringing guidance and filling hearts with life. The same Lord also anoints parents to bring words of life to their children. There is power in words, and not only in the specific words, but in the motivation behind the words...the “spirit” they contain.

If we as parents will be faithful to listen to the Lord, then He will reveal His Word to us and anoint us to speak it to our children and to declare it over them. When Gracie was still in her mother’s womb, I read Scripture to her, prayed over her, and sang to her. The moment she was born, she already knew my voice, and instantly, quite visibly recognized it when she heard it.

So many times lately, I think of all of the opportunities I missed to share the Word with her or to pray with her, and wish I could have each and every moment back now.

However, I can also thank God for the times when we were able to pray and talk about the things of God...to discuss Scripture and the kingdom of God.

THE POWER OF GOD’S WORD



Beginning when she was five years old, it was my joy to drive her to school most mornings and have time to pray over her and bless her for the day ahead; we did that right up until the time she started driving herself to school as a Junior

in High School. My wife, Susanne, and I both prayed over her every night. We taught her to memorize different Bible verses that had been dear to us.

The Lord gave these instructions to Israel concerning His Word and their children: *“Therefore you shall lay up these words of mine in your heart and in your soul, and bind them as a sign on your hand, and they shall be as frontlets between your eyes. You shall teach them to your children, speaking of them when you sit in your house, when you walk by the way, when you lie down, and when you rise up. And you shall write them on the doorposts of your house and on your gates, that your days and the days of your children may be multiplied in the land of which the LORD swore to your fathers to give them, like the days of the heavens above the earth”*

(Deuteronomy 11:18-21).

CONTINUED ON PAGE 15



WANTED

**Customer
Service**

LAST SEEN:
in **Trusting Cultures**

KNOWN ASSOCIATES:
**The Extra Mile
Client Retention**

REWARD GUARANTEED

Apprehending Customer Service and What Comes With It

by JONATHAN SIMPSON



RECENTLY, AS A FRUSTRATED CONSUMER TRYING TO GET INFORMATION, I FOUND A CUSTOMER SERVICE representative who wore a shirt that read: “Just ask.” “Great!” I thought. My source for answers are right here, clearly identified. But my question was met with a look of confusion and then, in broken English (and what I think was a Russian accent), I was asked to repeat the question.

“Oh...never mind...it’s OK” I said with a semi-forced smile, as I shifted roles from customer to host country representative. And so it was with the rest of my experience with this company—bungled service opportunities. My point here has nothing to do with U.S. immigration or my inept ability to speak Russian, but rather the fact that this undisclosed brand lost me as a client.



We’ve all been there: the waiter who put a damper on the meal, the airline agent indifferent to your delay, the grumpy clerk, the over-aggressive sales person, or the one you couldn’t find at all. If you have much contact with the outside world, bad customer service is, unfortunately, commonplace. And if we allow ourselves a moment of honest reflection, we’ve all given bad service at some point as well. With that being said, good service is all the more appreciated and noticeable. When applied, it is light in the darkness.

Jesus tells us in Matthew 5 “You are the light of the world. A city

set on a hill cannot be hidden. Nor do men light a lamp, and put it under the peck-measure, but on the lampstand; and it gives light to all who are in the house. Let your light shine before men in such a way that they may see your good works, and glorify your Father who is in heaven.”

ON THE TRAIL

Most companies and individuals I know today seem eager to find advantages in their market. If there is “low-hanging fruit” available for making gains, in many circumstances, it can be discovered in better customer service. Your customer service delivery is perhaps the best way for you to differentiate yourself individually and/or corporately in the marketplace. Why look toward customer service?



CONSIDER EXHIBIT A:

★ **It can cost five times more to buy new customers than retain existing ones.**

Source: TARP

★ **68% of customer defection takes place because customers feel poorly treated.** *Source: TARP*

★ **For every customer who bothers to complain, 26 other customers remain silent.**

Source: Lee Resource Inc.

★ **It takes 12 positive service incidents to make up for 1 negative incident.**

Source: Lee Resource Inc.

★ **The average “wronged customer” will tell 8-16 people about it. Over 20% will tell more than 20.**

Source: Lee Resource Inc.

★ **Happy customers who have their problems resolved will tell 4-6 people about their positive experience.**

Source: the White House Office of Consumer Affairs, Washington, DC.

★ **91% of unhappy customers will not willingly do business with you again.**

Source: Lee Resource Inc.

★ **As much as 70% of the customers who complain to you will do business with you again if you resolve their problem. If they feel you acted quickly and to their satisfaction, up to 96% will do business with you again, and they will probably refer other people to you.**

Source: the White House Office of Consumer Affairs, Washington, DC.

★ **Reducing customer defections can boost profits by 25-85%. In 73% of cases, the organization made no attempt to persuade dissatisfied customers to stay; even though 35% said that a simple apology would have prevented them from moving to the competition.** *Source: TARP*

★ **A typical business hears from only about 4% of its dissatisfied customers. 96% just go away and 91% will never come back.**

Source: “Understanding Customers” by Ruby Newell-Legner



So let’s slap on some smiles, get out there and get to work! “Go team! Yes you can! High fives!” Now we’re on the right track right? If you are an employer believing that you can simply dust off the rah-rah speech then watch the magic unfold... sorry. In order to address the treatment of the client we have to back up a few links on the chain. Before you can expect your employees to deliver on the promise to the client, how are you delivering on the promise to your employees?

Businesses that endure view employees as their most valuable resource. They look for a new hire to possess an attitude of service, and then continuously cultivate it in an authentic environment. When “employee value” is just a manipulative cliché within a company, then so too is “customer service.” Trusting cultures produce trusting clients. So, how can



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employers foster trust?

Here's a few thoughts: establish processes and stick to them, make fiscally sound decisions, promote honest and open communication, lead by example, provide support and training, listen, and give proactive guidance.

These actions fuel the tanks of your customer service carriers. Bear in mind that as an employee, if your work environment falls short in the above mentioned, you still have a responsibility to customer service because of who YOU are in CHRIST. Also, as long as you continue to draw a paycheck there from that source, it is your responsibility to care for its customers.

APPREHENDING SERVICE



Let's face it—things can't go right all of the time. Some situations will be beyond control. But aren't those opportunities for customer service to display itself even stronger? Will you resolve the issue quickly?

Are you willing to go beyond what it takes to make it right? Consider also that what others might consider to be "a difficult customer" is the one that will make you improve the most; if you can win them over, you've learned something. When the dust settles, if we are willing to



critique ourselves and listen to critiques from others, we can get better and improve the process. Remember also that with each customer service success, we are building good will in our customers. The client will be less likely to abandon you in the event of a glitch if previously you were consistent to meet or exceeded the customer's expectations.

To exceed your customer's expectations consider these practices:

- ★ Don't make promises unless you will keep them.
- ★ Personalize the experience, don't make it feel scripted or forced.
- ★ Understand the needs particular to that client.
- ★ Listen to them.
- ★ Nurture the relationship

Finally, it should be said that some customers are

just going to be impossible to please. Their needs may fall outside your service niche. In these cases you might consider referring them to another provider so you can devote yourself to your customer base.

THE REWARD

Notice that Jesus didn't say in Matthew 5, "...that they may hear your good works." It says "that they may see your good works" When we feel compelled to tell people about our light, it's a good time to think again. Getting service right is really about something that God is trying to work out in us, in our character and attitude. It is going to uncover pride and produce humility. Who is the One who served above all else? The same One who now rules and reigns at the Right Hand of the Father. Serving draws people. Those who provide good service garner its reward and so it is with all other applied principles.

One final thought: when you're the customer and you get bad service, you have an opportunity there as well because of who YOU are in CHRIST. 121

Jonathan Simpson coordinates Marketplace Exchange for CSM and provides management assistance for the Hidden Treasures Costa Rica ministry.

The ability to discern, hear, and receive “a word fitly spoken”—or to share one with others—is immeasurably strengthened when we have first sown the Word of God into our own lives, and into the lives of our children. We have been given a high calling and privilege to plant God’s Word in our children’s hearts, and to continually speak words of blessing and life over them.

What are our words saying to our children? Are these words bringing life ... or death? Let us prayerfully look for ways to increase the life-giving words that we share. Does this mean we never correct or adjust? Of course not! In fact, words of discipline and correction can be among the most loving and life-giving.

What we have received is what we will share. Again, it is not simply the mechanics or semantics of our words that matters most; it is the spirit in them...and the Spirit in them. How does our Heavenly Father speak to us? What is He saying to us now? Take what we have freely received from our Father in Heaven, and share it freely with the children He has given to you.

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Stephen Simpson is the Editor of *One-to-One* and Senior Pastor of Covenant Church of Mobile.

the temple of the Holy Spirit. He dwells in us. But our temple is in fact a “tent”; it is not permanent and the Holy Spirit is a “down-payment”, a guarantee that we will get a permanent glorified body.

In 2 Corinthians 5:1-7, Paul refers to his body as a “tent”. He lived in anticipation that it would one day be replaced. His sights

SUFFERING & MARTYRDOM WERE COMMON.

were set on the eternal. In 2 Peter 1:13-14, Peter also contemplates his death and refers to his body as a “tent”. Both apostles gave themselves to their spiritual offspring and to the truth, realizing that physical life is transitory. Most early Christians understood that reality; suffering and martyrdom were common.

That mindset is not common among us today. We have been so blessed in this earthly life that we forget that there is eternal life. Consequently, most of our investment is here, not there. But permanence eludes us as it has every culture. As sure as Adam and Eve had to leave the Garden of Eden, history is a journey. “This world is not my home” is more than a song. It is a reality.

The Middle East (including Palestinian areas, Iraq, Iran, and Turkey) was once Christian. This region had thriving communities of believers and followers of Jesus. They built great churches, and you can go visit many of these ruins. They are now surrounded

by militant Islam that despises Christianity and the West.

What happened 1500 years ago? We should take note. Christians ceased to journey with God and built for earthly permanence. In their state of comfort and pomp, a militant and barbaric religion grew up around them. Many Christians were killed. Others converted under great duress. That has not changed. I could cite North Africa as a further example.

What I want to convey is that God is calling us while it is “today” to a renewed faith, to sacrifice and purpose, to become pilgrims once again, and to regain our sense of personal and corporate mission in a chaotic world. We live in tents; let’s keep moving ahead with the presence of God.

Jesus suffered outside the gate. The writer of Hebrews calls us to follow Him “outside the gate”. Too many of us remain inside the gate. The opportunity is out there with Jesus! **121**

Charles Simpson is Editor-In-Chief of *One-to-One* Magazine. He ministers extensively throughout the United States and among the nations.



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