



THE BAPTIST MESSAGE

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'Dirty Jobs' star helps ministry transform neighborhood

TV personality Mike Rowe showed Brenda Lomax-Brown a new playground built near the Life Transformation Center in New Orleans, where she serves as director. The surprise unveiling was featured in "Returning the Favor," and was captured in a screen shot of the episode shared on the Celebration Church Facebook page.



By Brian Blackwell
Message Staff Writer

NEW ORLEANS – Brenda Lomax-Brown received the ultimate surprise when television personality Mike Rowe showed up with a film crew to give her a \$20,000 check and a new playground for the ministry to use in the Hollygrove-Dixon neighborhood.

During the August 5 Facebook-based episode of "Returning the favor: A forgotten neighborhood fights back," Rowe, former host of

the popular TV show "Dirty Jobs," accompanied Lomax-Brown for a tour of her neighborhood while a team, without her knowledge, built a \$30,000 playground in fewer than four hours near the Life Transformation Center, a ministry of Celebration Church with campuses in the New Orleans area, Baton Rouge and the Northshore.

Rowe then brought Lomax-Brown back for a surprise unveiling. "All day, driving around with

See TRANSFORM, page 6

Family members cause a stir at Lakefront CC

By Brian Blackwell
Message Staff Writer

CATAHOULA (LBM) – The simple obedience of one man, by sharing the Gospel in the heart of Catahoula, has reaped a spiritual harvest not experienced before at Lakefront Community Church: seven members of one family were baptized in a single day.

As he lowered and raised each new convert in the baptism, March 3, Pastor Randy Bowman smiled

thinking about the faithful witness of Marshall Savoie, and, how this man's faithfulness led to the most baptisms ever for the congregation, which averages 20 in attendance at Thursday evening worship services.

"When you see a family respond, you just sit back and are in awe of what the Lord has done," Bowman told the *Baptist Message*.

"This is a testimony

to this entire town because everyone knows



Pastor Randy Bowman prepares to baptize one of seven new converts at Lakefront Community Church in Catahoula March 3.



Submitted photo

Seven new converts – all members of one family – at Lakefront Community Church in Catahoula proudly displayed certificates that celebrated their March 3 baptisms. They came to Christ after another family member invited them to attend the church's worship service.

everybody here and many are not church goers," he explained. "When they see an entire family step forward and proclaim their faith in Christ, it leaves an impression with other people in this community. We are just excited about

how the Lord is going to move next at our church."

The Gospel seeds were planted in early February when Bowman and Savoie ventured out into downtown Catahoula to distribute Bibles and share the Gospel. Savoie, who is

a deacon at Jenkins Memorial Baptist Church in St. Martinville, the sponsor church of LCC, struck up a conversation with Tina Busby and learned she was a believer.

See LAKEFRONT, page 6

Friendship House to celebrate 75 years of ministry

By Brian Blackwell
Message Staff Writer

NEW ORLEANS (LBM) -- Pat Shaffer's childhood memories are filled with recollections about backyard Bible clubs and other

special times spent with missionaries who lived at the Baptist Friendship House.

She has not lived in New Orleans since her family moved to Kentucky in 1953. But Shaf-

fer's thoughts are not far removed from the fond times spent there with her parents, Henry and Mildred Stein, who founded the ministry 75 years ago.

See FRIENDSHIP, page 4

Skills of a church planter: Create ownership

ALEXANDRIA (LBM) – The Book of Esther is

the account of God's remarkable rescue of the Jewish people from annihilation in a foreign land: A story of intrigue played out by larger-than-life characters.

The cast includes a beautiful woman, an evil villain and a godly man; and the plot, a man's quest for power,

takes place on the world stage within a power struggle among nations.

There are a number of spiritual lessons embedded within the larger context, but there is a study on "creating ownership" nestled within them that when teased out provides some important insights

on leadership.



JOHN HEBERT
Team Leader
Louisiana Baptist
Missions & Ministry

A little historical context helps highlight the key points:

-- Assyria had conquered the Northern Kingdom of Israel in 722 B.C. taking captive the 10 tribes of Israel living there.

-- Then Babylon defeated Assyria in 612 B.C. and completed the destruction of Israel by invading Judah three times, ultimately plundering and tearing down the temple in Jerusalem in 586 B.C.,



and deporting the tribe of Judah and the Levites.

-- In 539 B.C. Persia overthrew Babylon, and later when Darius was king, Persia's world conquest was halted by defeat at the hands of the Greeks at Marathon in 492 B.C. Darius returned to Persia and died 6 years later, and his son Xerxes was crowned in 486 B.C., and began raising an army to avenge his father.

This is the setting for the 180 days described in Esther about the exhibiting of the wealth of Persia to impress nobles, officials and military leaders, and it is the background for the seven-day banquet so central to the story in Esther.

Here is the key point: Noted scholars believe the festivities were meant to garner these national leaders' support for the military campaign.

In other words, Xerxes was trying to get his

people to "buy in" to his plans for war with Greece.

This concept of "creating ownership" is an important skill spiritual leaders need to develop.

Not through "winning and dining" as Xerxes did, but through sharing the vision, relationship building, goal setting and creating a sense of belonging to something bigger than self.

Xerxes was showing his leaders the benefits of joining him. He was casting the vision for the campaign and offering to share in the spoils. His message was simple, if they would make this vision their vision, victory would result and make them wealthy beyond measure.

President Dwight Eisenhower once said, "Leadership is the art of getting someone else to do something you want

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Georgia Barnette helps tell state: Louisiana Baptists are 'Here for you'

By John Kyle

Louisiana Baptists
Communications Director

ALEXANDRIA (LBM) – In February 2019, the Louisiana Baptist Convention, with help from the Georgia Barnette State Missions Offering, launched a statewide evangelistic media campaign, “Here for You,” and people have been responding:

-- “Is there any sin too big for forgiveness?”

-- “How do I get God’s peace?”

-- “I want an encounter with God that will change me forever.”

“Since April of this year, more than 2,000 people have viewed the Gospel presentation on *HereforYou.org* and 376 of those online visitors have indicated some sort of decision for Christ,” said John Kyle, director of communications for Louisiana Baptists.

Springing from a recommendation in the “Final Report” of the LBC President’s 2020 Commission, “Here for You” conducted pilot campaigns in three of Louisiana’s seven markets prior to the statewide release in February.

“We launched the first pilot in mid-2014 in southwest Louisiana and moved to northeast Louisiana in late 2014 through early

2015,” Kyle continued. “Southeast Louisiana was the site of the third pilot campaign which was launched in conjunction with the 10th anniversary of Hurricane Katrina in August of 2015.”

According to Kyle, more than 325,000 people saw the Here for You commercials via television broadcasts and cable transmissions during these pilot campaigns. The digital component of the strategy (social media) generated literally hundreds of thousands of delivered impressions and tens of thousands of delivered clicks.

“‘Here for You’ is an attempt to reach people who do not attend anyone’s church, and the early results have been encouraging,” Kyle shared. “Our first two demographic audiences were young mothers and median-aged men. The research indicates we engaged a large percentage of these audiences and we engaged them often.”

Kyle likened “Here for You” to the parable of sower in Mark 4.

“Note that nothing happens until the seed is scattered,” said Kyle commenting on the passage. “Visible results take time and, according to verse 27, we don’t



fully understand what takes place. This is hard for us to grasp in our instantaneous, information-rich culture.

“Most important, there is a harvest directly related to the seed that was scattered,” he continued. “If we’re not scattering the seed, we shouldn’t be surprised when there is no harvest.”

The Georgia Barnette State Missions offering has helped produce every “Here for You” commercial created since its inception in 2014.

“More than likely, there would be no ‘Here for You’ without the Georgia Barnette Offering,” noted Kyle. “If you think about it, what is more missional than going to places and people you typically don’t reach? From my perspective, ‘Here

for You’ is missions in one of its purest forms.”

It is estimated that more than half of Louisiana’s four million residents do not have a relationship with Christ and Kyle believes they can be engaged with the Gospel via efforts such as “Here for You.”

“Every major indicator we use to measure our progress in engaging people with the Gospel continues to trend down,” Kyle said. “If we’re going to reach the people that we all agree need to be reached, we need to leverage current communi-

cations platforms to get to places and people we typically don’t touch.”

Information, resources and ideas relating to connecting your church with the “Here for You” effort are available at LouisianaBaptists.org/hereforyou. Once on site, enter the password, **luke1423**.

Find out more about “Here for You” and the Georgia Barnette State Missions Offering by reading Day 7 of the printed “Prayer Guide”; or, by watching the GBO DVD video, “Screen Time.” Both resources also are online at georgiabarnette.org.

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GUEST SPEAKER



GEVAN SPINNEY
Pastor, First Baptist
Haughton

Co-Host of Outdoor
show ‘The Way it Was’

Friendship from page one

"I hate to use the word proud, but I am," Shaffer told the *Baptist Message*. "I'm proud that it's still there. I'm proud of Executive Director Kay Bennett; and, I'm proud of all the lives that have been touched through the years at this wonderful ministry – so many lives changed for the better."

Shaffer is among several hundred people expected to take part in a September

28 reunion at the Baptist Friendship House in honor of its 75th anniversary. The event, scheduled from noon to 2 p.m., will feature refreshments and guests will hear testimonies from Shaffer, Carolyn McClen-don, former BFH director and Wanda Lee, former WMU executive director.

"I want to celebrate everybody who has worked in this ministry," Bennett said.



Baptist Friendship House Director Henry Stein and his wife, Mildred, hold their daughter, Patricia, in a photograph taken in the 1940s.

"Being here for 75 years continuously shows the longevity of the ministry and how important it is to this city. For something to have been here this long reiterates how it is a light-house in the community."

"We minister to the needs of those who are hurting and share the hope of Jesus with them," she continued. "We as Southern Baptists continue to do such important work here in New Orleans. The Baptist presence has always been to bring care and concern back here to a place known as 'The City Where Care Forgot.' We look forward to another 75 years, and more, of bringing that hope to so many whose lives have and will be changed."

GOSPEL PURPOSE

In the past 10 years alone, records show the Baptist Friendship House has celebrated 388 new converts, distributed 64,069 Bibles, housed 21,898 homeless individuals, fed 1,301,738 people, and handed out 130,334

pieces of clothing. Additionally, volunteers have distributed 19,346 backpacks provided by the North American Mission Board Send Relief that were filled with donated supplies for school children, human trafficking victims and homeless individuals and another 44,453 hygiene items. More than 11,400 people have given of their time and talent at the center.

The Baptist Friendship House opened its doors Sept. 29, 1944, at 732 Frenchmen Street under the direction of the Home Mission Board (now North American Mission Board). But on June 1, 1947, the ministry center relocated to its current location, 813 Elysian Fields Avenue.

According to ministry reports from the early years, the Baptist Friendship House held Bible clubs throughout the year and also shared the love of Christ through a Mother's Club, First Aid and home nursing classes, prayer meetings and worship services. The Baptist Friendship House also had

a strong relationship with New Orleans Baptist Theological Seminary, and held Bible clubs for up to 130 children of the students and campus staff.

GOSPEL COMMITMENT

Through the years, the ministry center has remained steadfast in its commitment to share Christ's love with the people of the city through Bible classes and clothing and food distribution, Bennett said. But in the last 20 years BFH has expanded its ministry to include sharing Christ's love with homeless women and children and human trafficking victims.

Louisiana has one of the highest rates of homeless children per capita in America, according to the National Coalition for the Homeless. So the Baptist Friendship House, on Aug. 19, 1999, began providing a safe haven for them through transitional housing. Since 2010, more than 200 human trafficking

See FRIENDSHIP, page 5

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Friendship from page 4

victims have been provided housing, transportation, counseling, clothing, food, hygiene articles and referrals to outside agencies.

In addition to the meals, snack packs, and hygiene products provided to the New Orleans homeless community daily, BFH also advocates on behalf of human trafficking victims, Bennett said. She also hosts training courses on human trafficking to bring about awareness on the issue.


The Federal Bureau of Investigation recognized the ministry with the 2018 Director's Community Leadership Award during a May 3 ceremony at FBI headquarters in Washington, D.C., honoring the BFH for the rescue of human trafficking victims and for and providing lodging, food and one-on-one counseling to them. The FBI also praised the BFH for partnering with law enforcement to identify potential victims, share

resources and offer options to help human trafficking survivors.

Bennett credited the help of caring individuals and churches, but gave God the glory for the ministry's success.

"There is something special about the Friendship House," Bennett said. "Over the years I have seen Jesus work so many miracles in people's lives. It's right on the edge of the French Quarter. It's been such a joy to see how Jesus changes their lives. It's my little corner of heaven. I've seen Jesus show up and show out. I'm seeing people helpless and hopeless and see them get hope to change their lives."

An RSVP is requested to attend the 75th anniversary celebration honoring the ministry at Baptist Friendship House by registering at baptistfriendshiphouse.org or calling 504.949.4469.




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Adult Ministry & Church Administration Strategist
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Tue. 15	6:00pm - 8:30pm	First Baptist Church, Greensburg 6260 Highway 10, Greensburg, LA 70441 Baptists Associations of Southeast LA AMS, Stan Statham • 985.839.3827
Wed. 16	10:30am - 1:30pm	Louisiana Baptist Building (lunch provided) 1250 MacArthur Drive, Alexandria, LA 71303 CenLa Baptist Association AMS, Darryl Stagg • 318.449.4353
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Transform from page one

you, was an absolute blast," Rowe said in the episode. "And the more I got to know you, the more I thought, 'this really is a woman who will go to city hall and get out the hammer and start making all kinds of trouble.' But we really don't want you to have to do that. We really want to do something for the community, and we really want to thank you for everything you've done so far."

Nearly speechless, the retired Air Force officer gave credit to Christ for the unexpected blessing.

"Oh, Jesus, thank you," she said moments after

seeing the new playground. "Lord, have mercy."

"Keep believing in your dreams because they can become a reality," she finally managed to say.

Since Celebration Church opened the Life Transformation Community Center in 2017, the ministry center has helped improve a community marked with poverty and violence.

Volunteers from Celebration Church and other local charities have provided tutoring and mentoring for children and teenagers, and job and life skills training for adults. The congregation also has spruced up yards,



Supporters of the Life Transformation Center in New Orleans greeted Director Brenda Lomax-Brown at the ministry's new playground built during the filming of a Facebook show "Returning the Favor."

performed home renovations, cleaned up abandoned lots and helped dismantle abandoned homes.

"The residents will tell you Celebration Church has made quite a difference," Pastor Dennis Watson told the *Baptist Message*. "We came in to serve and help. People see children, teens and adults being helped on a regular basis by Celebration members -- at the Life Transformation Center and throughout the community. The community has become a safer place and a community that people are now willing to move into. We've been able to help children and teens become better students; and, then we have had

adults who have said, 'I have hope for my family because of Celebration Church's ef-

forts in this community.'"

Watson said the Life Transformation Community Center has helped give his church members a renewed passion for service.

"They have an outlet in helping the inner city community they never would have had before," Watson said. "We are seeing people's lives touched and transformed in the community. And we are seeing the lives of our people changed as they go down to Hollygrove/Dixon to serve."

Lakefront from page one

But Tina promised to bring her family to the next worship service.

On Feb. 21, all seven relatives responded to the message with each one trusting Christ.

Savoie was elated, and he is praying that these are the first of a multitude of people in Catahoula who will profess their faith in Christ.

"The good Lord has put on my heart to go to my hometown to give out Bibles, so we began talking to people," he said. "Brother Randy met Tina and told her we will save a seat for her and she said save seven more seats. The next Thursday she showed up and we were like 'wow.'"

"When I see them in church, they are so intense and interested," he continued. "You can feel they are

spiritually hungry and so happy to be there. To watch this family come together makes me happy to know that these people have followed Christ and have a place to go.

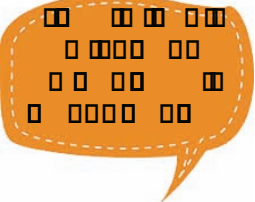
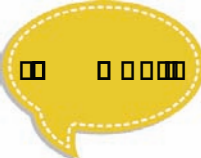
Savoie said he was grateful to pay forward the love for Christ that he adopted just four years ago.

"I've only been reading the Bible the past four years and I am so happy God came into my life the way He did," he said. "He always was there but I never realized I could enjoy all the Bible has to offer us. It's a fantastic, wonderful, beautiful story, and if you follow it, you end up in a beautiful, wonderful place. I'm so thankful each of these seven family members will be joining me in Heaven one day."

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Your state convention helps church's missional impact on world

By Paul Chitwood
President
International Mission Board

My first international mission trip took place on a farm in central Kentucky.

As a new pastor in the community, I often found myself interacting with migrant workers from Central and South America. I soon realized that most were spiritually lost.

From conversations with farmers, I learned many of them were as concerned as I was about the eternal state of the souls of these (mostly) men who were so far away from their homes and families.

As we began to pull together churches in our association and piece together a plan to begin a migrant ministry, we found an organization ready and eager to help us: our Baptist state convention.

With the assistance of our state convention staff, we were soon seeing people from all over Mexico, Guatemala, Honduras and Nicaragua come to Christ -- though we never left Kentucky.

Ministries in our 41 Southern Baptist state conventions vary from state to state, but their mission is the same: help churches reach their state and our world for Christ.

As we enter the fall of the year, most of our state conventions are promoting their annual state mission offering to support these vital ministries.

My family will be giving to support the work in our state.

As grateful and enthusiastic as I am for Southern Baptists' support of international missions, I'm also thankful for and supportive of the ministry



Paul Chitwood

and mission work of our state conventions.

From my past experience as a pastor and state mission leader, I have seen firsthand the missional impact of state convention ministries.

Where I served in Kentucky, more than 100 missionaries in the state receive varying levels of support for their work.

Ministries to refugees, migrants and ethnic minorities often are led or assisted by state convention team members and resources.

State conventions help facilitate church planting, church strengthening and revitalization efforts as well as provide evangelism training and coordinate disaster relief ministry. In many states, collegiate work is led by the state convention and support

is also provided for the ministry of local Baptist associations.

One of our adopted daughters was rescued and kept safe by our state convention's orphan and foster care ministry before she came into our family.

The lives of unborn children are being saved by crisis pregnancy centers that are often funded, in part, by the state convention.

Several state conventions are actively involved in lobbying efforts for legislation to protect unborn children from the horror of abortion.

Many state conventions provide training and funding for prison ministries, through which inmates are hearing the Gospel, trusting Christ and being baptized by local churches. Women in the adult entertainment industry are being shown pathways to freedom and salvation,

and churches are equipped for ministry to the homeless and those suffering addiction.

Across America, people are finding new life in Christ as churches work together through their state convention ministries.

In addition to your church's ongoing Cooperative Program support, your annual state mission offering is an opportunity for Great Commission and Great Commandment giving.

Will you join my family and be a part of what God is doing through these ministries by giving through your state mission offering this year?

Paul Chitwood is president of Southern Baptists' International Mission Board and a former executive director of the Kentucky Baptist Convention.



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- Over 400 participants attended Children's Missions Camp
- 40 new ESL sites started in 2018-2019.

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Ps 78:4,6 NLT

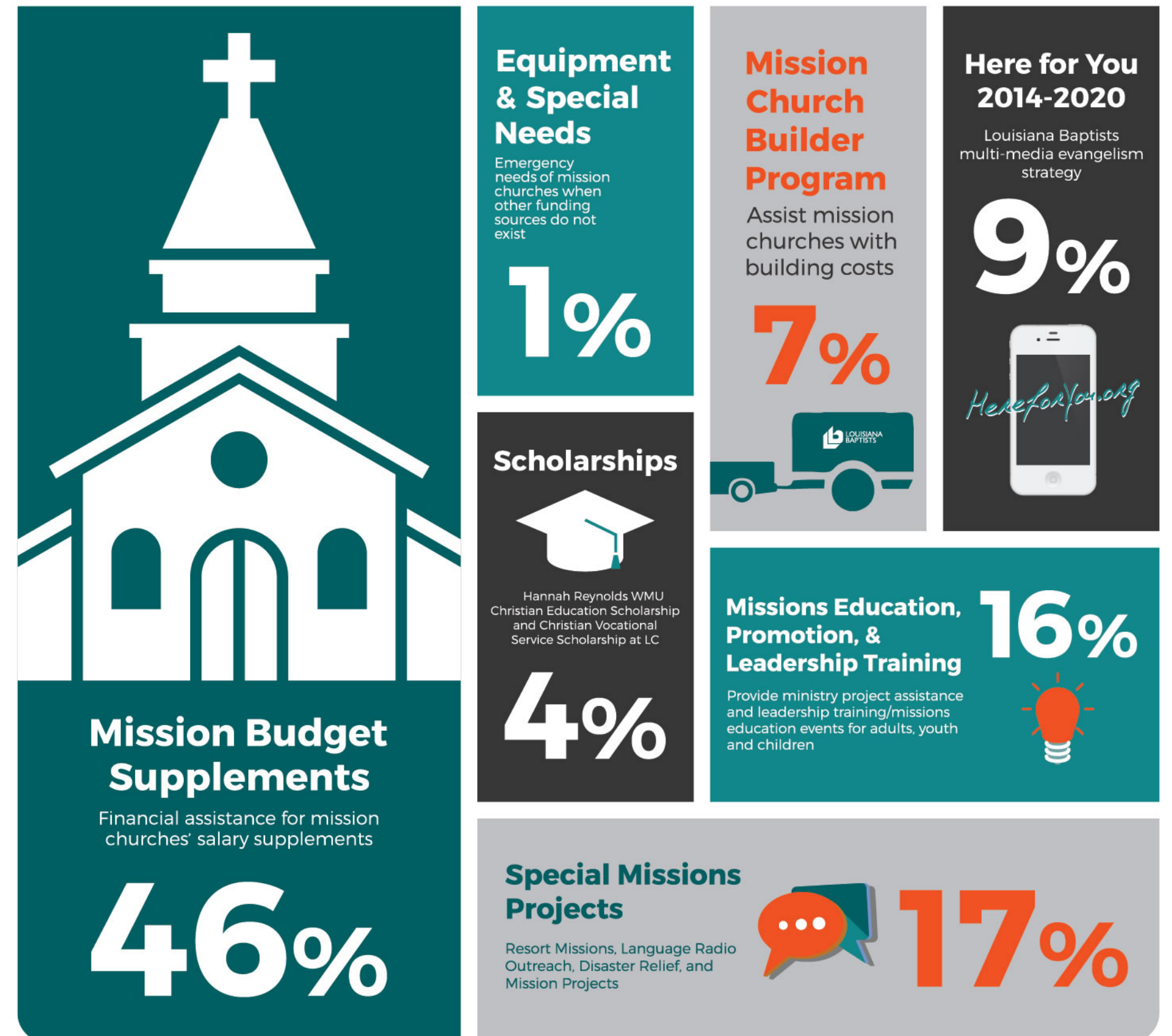
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- 300 to 400 Disaster Relief volunteers are trained each year.
- Supports Hispanic radio outreach across south Louisiana
- More than 2,000 gospel presentation views and 376 decisions have been recorded at *HereforYou.org* since April 2019.
- Almost 1,000 people have searched for an area church via *HereforYou.org* since the beginning of 2018.

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PreTeen Invasion: 13 surrender to Christ

By Brian Blackwell
Message Staff Writer

PINEVILLE – Thirteen

preteens responded to Keith Badgett's invitation to become followers of Christ during Preteen

Invasion, Saturday, Aug. 24.

"We are sinners and we are broken," Badgett said during the annual evangelism conference attended by more than 600 fourth, fifth and sixth graders at Louisiana College in Pineville. "And (God) brings us back together with the shed blood of Jesus. I'm going to give you the opportunity to follow Jesus. Do you know Jesus as your Lord and Savior? Have you cast your cares upon Him? Jesus is all that matters right now."

Badgett, children's pastor at the First Baptist

Church in Jenks, Oklahoma, was the main speaker for PreTeen Invasion.

The event inside Guinn Auditorium at Louisiana College also featured music by the Crowe Brothers from Franklinton and jump roping demonstrations by Guinness World Record champion Peter Nestler from Juneau, Alaska.

Badgett, who based his message on Matthew 28:19-20, told the preteens to see the power of the Lord and hear the calling of God. He also challenged the youngsters to share Christ at

their school, and to be open to doing so one day in another country.

"Are you a disciple of Jesus?" he asked the youngsters. "Are you going for Jesus? You cannot make disciples without being a disciple yourself. He says that we are to go and make disciples."

David Anderson, children's ministry strategist for Louisiana Baptists, told the *Baptist Message* that PreTeen Invasion has become the go-to event to celebrate going back to school for fourth, fifth and sixth graders in the state.

"PreTeen Invasion is always a great day with preteens from all over the state coming together to worship and play and learn how to grow in their relationship with Jesus," Anderson said. "This year was no different: Keith Badgett leading out in preaching; Daniel Crowe leading out in worship; and, Peter Nestler bringing extra excitement as our special guest."

"All worked together seamlessly to produce an amazing day that pointed the kids and adults all to Jesus," Anderson noted. "Several people commented that this was the 'best PreTeen Invasion yet.' As for me, it was a busy and wonderful day where we saw the Spirit show up in incredible ways."

Alexis Rivers, who came with her group from Calvary Baptist Church in Alexandria, was reminded to show Jesus' love at her school.

"Mr. Keith really hit home the importance of living for Jesus this year," she said.

Cassidy Bealle, a member of Pineville Park Baptist Church in Pineville, enjoyed the worship sessions and fellowship with friends.

"I also thought Peter Nestler, the jump rope guy, was a lot of fun to see up there," Bealle said. "Next year, I can't wait to go again because I had tons of exciting fun."

"God's Perfect Timing" Ecclesiastes. 3:1

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EARL HEARD: From LC dropout to media mogul

By Will Hall

Message Executive Editor

LEAGUE CITY, Texas (LBM) – When Earl Heard dropped out of Louisiana College in 1962 he could not have imagined that he would be a featured speaker at a Texas A&M leadership symposium in 2014. But his dramatic change of fortune and the 52-year period in between reveal something about his struggles and successes as well as his unyielding drive to succeed.

What is not evident from these bookends to this part of his life story is that he was successful in building his business and media empire only after finally surrendering his all to the Lord.

Now, he spends a good deal of his resources creating faith-friendly books and films in his effort to promote greater faith and to support healthy, growing families.

HARD LESSONS

Heard's departure from Louisiana College was set in motion while he was on semester break, when a roommate's brother robbed the school bookstore and then hid the ill-gotten textbooks in Heard's room.

Neither Heard nor his

roommate knew anything about the theft. But when the student body returned to campus, the discovery of the books put the thief, his brother and Heard under suspicion.

"We got back up there and were guilty by association. I learned to choose my friends more carefully after that," Heard told the Baptist Message.

"I went to Louisiana College with the idea of becoming a teacher. That didn't work out," he said about his two years at the school. "But God had another plan for my life."

"Making God, family and friendship priorities, instead of seeking fame and fortune at any cost, is the key to greater peace, happiness and success," he said, summarizing lessons learned from the whole of his personal journey.

But, at that time God was not his priority.

He had grown up in a Louisiana Baptist home, but had enrolled at Louisiana College largely to be with a girlfriend, he said.

"I had accepted Christ at an early age," he shared. He also went to church, "but only to please my parents."

However, although he did not share his parents' deep

faith back then, he did absorb the lessons they taught him about entrepreneurship and hard work.

After leaving Louisiana College, he toiled as a brick-layer and carpenter, earned a refinery position that led to his promotion to general foreman; and, he developed such expertise, particularly in fire safety, that he was made a training coordinator. Eventually his experiences in developing safety training resources led him in 1980 to step out on his own to create a business to service training needs in the energy sector.

HARD TRUTHS

Despite seemingly endless hours and endless miles in effort, his safety films were not a financial success. But, in 1981 he also had started the first petroleum industry training magazine, a venture that showed signs it was about to take off.

Yet he wanted to save his original business effort, because "I had put every-



Submitted photo

During his time at Louisiana College, Earl Heard (left) oftentimes hitchhiked to school and home.

thing I had into it," he said. "All my retirement money – everything -- was in it," he explained.

Then, despite his wife Bodi's urging against it, he took out a mortgage on their home.

"She told me, 'Look I love you, but you're not making

God number one. You're not making your family number one; and, if you lose our home I am going to leave you.'"

"Well, that's what happened," Heard confessed. "I lost everything."

See HEARD, page 12

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Heard from page 11

As he described it, he hit rock bottom and was alone in 1983.

RENEWED RELATIONSHIPS, REALIZED DREAMS

During this time Heard



Earl and Bodi Heard (front right) take time to commemorate a special time with their grandchildren, Hannah (left), Mary (center) and Michael (top), and with their daughter and son-in-law, Dane and Thomas Brinsko.

made a commitment to rebound from his financial straits as well as the spiritual and personal poverty of his own making.

"I vowed I would restore my relationship with God, my family and friends," he recounted.

He leaned on friends and worked several jobs to settle debts and raise seed money to start over.

He also made time to focus on prayer and reading the Bible.

Then, taking inspiration from the magazine he had previously developed, in 1984 he launched Business and Industry Coordinator, now BIC Magazine, a multi-industry trade publication that touches multiple professional disciplines.

Importantly, Bodi showed signs that she still cared for him, supporting him in his new pursuit with her earnings and tips as a

hair stylist.

By 1987 he had shown her enough change in his priorities, she remarried him, and together they began building BIC Magazine into the premier journal in the energy sector, reaching 120,000 readers in print and online.

But God has given them favor in other areas of media and business, too, allowing them to build a conglomerate known as BIC Alliance that includes BIC Recruiting (matching proven professionals with key industry positions), BIC Media Solutions (which produces inspirational, family-friendly books and movies) and IVS (a mergers-and-acquisitions intermediary company, formerly known as Ind-Viro Marketing), along with the original BIC Magazine.

Heard was emphatic to credit his daughter and son-in-law, too.

"Our success as a Christian company is due in no small part to Thomas and Dane [Brinsko]," Heard offered. "He joined us in 1999 and they have been instrumental to growing the

company and even growing my wife's and my faith."

TOGETHER

Heard expressed gratitude for God's patience with him on his life journey.

"I've been married 52 years and I've got a wonderful wife, one daughter and three grandkids," he said. "My core business has grown more than I could have imagined and my investment bank, in just 18 transactions, has exceeded my greatest expectations."

"I always said that when I was financially able, I would start publishing faith-friendly materials, not to make money, but to change lives," Heard continued. "My wife is just as passionate as I am to change the world through media that is inspirational and family-friendly -- books, movies, networking events, and TV shows."

In that regard, Heard has produced "Gift Horse" starring John Schneider, in 2013, and "Urban Country" featuring Lou Diamond Phillips, in 2017. There also is a series of testimonial videos under the title "Rock Bottom and Back" that are moderated by Danny Trejo.

Heard also has written or otherwise published 13 books, including one for children, "Michael Learns to Listen."

"It's really become my passion," he said of his publishing and producing endeavors.

But perhaps none of his works reflects Heard's passion more than his first book, "It's What We Do Together That Counts," which he is re-releasing in celebra-



Submitted photo

Earl Heard, founder and CEO of BIC Alliance, gives a copy of the children's book he authored, "Michael Learns to Listen" to Ethan Rosario while his mother, Toni, watches.

tion of the 35th anniversary of BIC Magazine this year.

"It is our life story -- how we started, how I was a believer but not a follower and how my life changed and how now I've got more faith, and, even at my age, still growing in my faith. It also focuses on the power of networking," Heard said, explaining he defines the concept as "getting together so everyone can get ahead."

But to fully understand what he means by "together," readers need to pay attention to his inscription on one of the front pages:

"This book and the life about which it is written are dedicated to a loving and forgiving God, who has given me the strength to overcome adversity through faith, hard work and perseverance."

He went from Louisiana College dropout to business and media mogul, together with God.

"It's What We Do Together That Counts" will release in October on Amazon -- in print, e-format and on Audible.

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Ownership from page 2

done because he wants to do it.”

That is the essence of “creating ownership.”

“Creating ownership” works in parallel with the leadership skills of vision casting and instilling intrinsic motivation. Its beginning may be as simple as engaging someone in ministry activity with the goal of moving them to greater ministry involvement.

The leader creates ownership by providing followers with the vital information and training needed to complete a task -- while also giving them the freedom to complete the task and requiring them to accept responsibility for the results.

Followers need the freedom to improvise, or do it in their own way as long as their way does not compromise or jeopardize the outcome. Likewise, they must also bear the responsibility for success or failure -- and sometimes you have to let them fail and make them own the outcome.

This process helps to develop followers into new leaders.

However, giving ownership requires more than just “dangling a carrot” in front of someone to get them moving in the right direction. The crunchy treat might work to get a horse to pull the wagon, but it does not cause the horse to take ownership of the wagon.

Creating ownership might involve “dangling the carrot” of ministry, initially, but eventually it requires followers to transition from such external rewards to “taking charge” as motivation.

Dennis Watson, senior pastor of the Celebration Church in New Orleans, is one of the best practitioners of this skill as anyone I know.

He oversees eight campuses and ten pastors who guide thousands in worship and ministry each week.

The campus pastors get thorough training in all of the vital areas of

their work, and are given some latitude to “do it their own way.” But in transferring ownership to them, Pastor Watson also holds them accountable for a positive outcome in spiritual growth. If the outcome is not satisfactory, he corrects, encourages and coaches his staff to be successful.

Breaking it down, you will find that when a person is well-informed and adequately trained, and is given freedom but also held accountable, he or she will grow as a leader and take ownership of the assigned task.

Your team will always

need encouragement and coaching, and there are some structural and process issues that will be addressed in the next article.

But “creating ownership” will go a long way to building a team that is an extension of you and help you expand your ministry.



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HOMECOMING

■ Second Baptist Church, Jackson: **60th Homecoming**, September 15, 10 a.m. Pastor: Clark Fooshee.

■ New Zion Baptist Church, Kentwood: **150th Homecoming Celebration**, September 15, 10:30 a.m. A covered dish meal will follow the worship service. Speaker: Gibbie McMillan. Special Music: Jimmy Falker. Pastor: Larry Blades.

■ Christian Harmony Baptist Church, Natchitoches: **103th annual Homecoming Celebration**, September 22, 10:30 a.m. Guest Speaker: **George Holland**. Special Music: **HIS**. Pastor: David Matlock.

■ First Baptist Church, Anacoco: **Homecoming**, September 22, 10:30 a.m. There will be covered-dish lunch on the grounds following the worship service. Guest Speaker: **Jason Nolde**, Leesville. The congregation invites everyone to attend. The church is located at 4813 Port Arthur Ave, Anacoco. Pastor: Will Hall (interim).

REVIVAL

■ Ridgecrest Baptist Church, Ridgecrest: **Fall Revival**, September 15-18, Sunday, 10:45 a.m. and 6:30 p.m.; Monday-Wednesday, 6:30 p.m. nightly. Evangelist: **Bill Britt**. Worship Music: **11th Hour**. The church is located at 502 Ferriday Drive, Ridgecrest. Pastor: Dennis Baker.

■ Sweetwater Baptist Church, Quitman: **Revival**, September 15-18, 10:30 a.m. & 6 p.m.; Monday-Wednesday, 6:30 p.m. Evangelist: Scotty McDowell, chalk artist.

Pastor: Wilton Wall.

■ First Baptist Church, Longville: **Family Crusade**, September 15-18. Evangelist: **2TALK42 Ministries**. Pastor: Corey Townsley.

■ **Senior Adult Fall Progressive Revival**, September 16-18, 10 a.m. Host churches are First West Monroe; Mt. Vernon, West Monroe, and Ridge Avenue, West Monroe. Speakers: **Argile Smith**. Music: **Wade Daniel**. Lunch will be served daily for a small cost. A love offering will be taken daily for the revival team. Director of Missions: Jerry Price.

■ New Zion Baptist Church, Kentwood: **Revival**, September 16-18, 6:30 p.m. Speaker: **Gibbie McMillan**. Music: **Kentwood First Baptist Choir**. Pastor: Larry Blades.

■ Louisiana College, Pineville: **Campus Awakening**, September 17-19, 11 a.m. Speaker: **Don Wilton**.

■ Grace Baptist Church, Cloutierville: **Revival**, September 18-21. Evangelist: **Mackey Willis Family**. Pastor: Tim White.

■ Mt. Lebanon Baptist Church, Gibsland: **Revival**, September 22-25, Sunday, 6 p.m. Monday-Wednesday, 7 p.m. Evangelist: **Luke Hockenjos**. Special Music: **Kim Rigdon & Family**. Pastor: John Campbell.

■ Bethel Baptist Church, Colfax: **Fall Revival**, September 22-25, Sunday 10:45 a.m. and 6 p.m.; Monday-Wednesday, 6:30 p.m. Evangelist: **Craig Franklin**. Pastor: Carl Gulde.

■ Emmanuel Baptist Church, Denham Springs: **69th annual Homecoming and Revival Services**, September 22-25, Sunday 10:30 a.m. and 6 p.m.; Monday-Wednesday, 7 p.m. Guest Speaker: **Jason Watford, pastor of Spring Creek Baptist Church in Seven Springs, North Carolina**. Watford grew up in Central Baptist Church in Baton Rouge. The church is located at 10453 Arnold Rd., Denham Springs. Pastor: Max

■ **The 2019 Senior Adult Revival** sponsored by the Greater Baton Rouge Baptist Association, September 23-25; Monday,

Florida Boulevard Baptist Church, 10:30 a.m.; Tuesday, First Baptist Church, Baton Rouge, 10:30 a.m.; Wednesday, Jefferson Baptist Church, Baton Rouge, 10:30 a.m. Evangelist: **Gary Bowlin**. Lunch will follow the services for \$5.

■ Dixie Baptist Church, Sieper: **Revival**, September 25-29. Evangelist: **Mackey Willis Family**. Pastor: Brandon Smith.

LAGNIAPPE

■ SAFE Planning is holding a free public workshop at Broadmoor Branch Library in Shreveport, September 12, 10 a.m. - noon. The workshop will present information on Estate Rescue. SAFE routinely helps families already paying thousands every month for someone in a nursing home to save 65-100 percent of their estate. Reserve seats easily online at // safeplanningseminars.net/event or call 318.869.3133.

■ North Monroe Baptist Church, Monroe: **Passion Music in concert**, September 13, 7 p.m. Pastor: Bill Dye.

■ Flactor Baptist Church, Leesville: **Paul's Journey in concert**, September 13, 7 p.m. A love offering will be taken. Pastor: Huey Haymon.

■ Fair Park Baptist Church, West Monroe: **K-104 Gospel Concert Celebration**, September 14, 6 p.m. in the chapel. The event celebrates 30 years of gospel music. A love offering will be taken. Pastor: Waymond Warren.

■ First Baptist Church, Jonesboro: **The Crafty Café**, an annual event to support missions, September 14, 8 a.m. - 2 p.m.

There will be crafts, jams, jellies, antiques, casseroles, soups, gumbo and a coffee bar. The event is sponsored by the Jackson Parish WMU and will be held in FBC Jonesboro Family Life Center. Pastor: Brian McAllister.

■ Rocky Branch Baptist Church, Farmer-ville: **Guest Speaker: Luke Hockenjos**, September 15.

■ Louisiana College, Pineville: **Big Daddy Weave - The Alive Tour**, September 15, 7 p.m. at Guinn Auditorium. Tickets can be purchase online at transparentproductions.com. Worship: **Big Daddy Weave, Jonathan Chu, Becca Bradley**, cello, violin.

■ Castor High School, Castor: **Youth Rally**, September 15-16, 6 p.m. Speaker: **Luke Hockenjos**. Special Music: **We R Called**.

■ Greenwell Springs Baptist Church, Greenwell Springs: **Big Daddy Weave - The Alive Tour**, September 16, 7 p.m. Tickets can be purchase online at transparentproductions.com. Worship: **Big Daddy Weave, Jonathan Chu, Becca Bradley**, cello, violin. Pastor: Brian Robertson.

■ New Zion Baptist Church, Covington: **Blessing of the Hunt**, September 19, 6-8 p.m. The church is located at 17387 New Zion Road, Covington, La. This event is free but full of action and activities. Pastor: Clark Stewart.

■ First Baptist Church, West Monroe: Speak Truth: **A Heartfelt Ministries Conference presented by Joneal Kirby**, September 20-21, 6 - 9 p.m. at the First West Campus. Guest Speakers: **Will Graham, Shannon Ethridge, Cissie Graham Lynch, Shellie Thomlinson, Linda Trimble, Mindy Lancaster, & Pat**

Domangue. Get Tickets & more information at heartfeltministries.org. Pastor: Michael Wood.

■ Lake Martin Baptist Church, Prairieville: **The Creation Alternative**, September 22, 6 p.m. Speaker: Matthew Cserhati, Creation Ministries International. For more information, contact the church at 225.622.3680. Pastor: Kerry Ash.

■ First Baptist Church, West Monroe: **Impact for Students**, September 25, 6 p.m. Pastor: Michael Wood.

■ First Baptist Church, Hornbeck: **See You at the Pole**, September 25, 7 a.m. at Hornbeck High School; **Saw You at the Pole**, 5:30 p.m. (meal), 6 p.m. (worship) at FBC Hornbeck. Pastor: Jack Bell.

■ Tioga Baptist Church, Tioga: **See You at the Pole**, September 25, 7 a.m. at Tioga High School. Pastor: Tim Hisaw.

■ North DeSoto High School, Stonewall: **Saw You at the Pole**, September 25. Guest Speaker: Luke Hockenjos.

■ Fair Park Baptist Church, West Monroe: **See You at the Pole**, September 25, 7 a.m. Youth Impact, 6 p.m. Pastor: Waymond Warren.

■ First Baptist Church, Lafayette: **The Hope Encounter Tour**, September 26, 7 p.m. Worship: **Danny Gokey and Coby James**. Cost: \$75 (VIP), early entry (\$35), general admission, \$20. Pastor: Reggie Ogea.

■ First Baptist Church, Covington: **The Hope Encounter Tour**, September 27, 7 p.m. Worship: **Danny Gokey and Coby James**. Cost: \$75 (VIP), Early entry (\$35), general admission, \$20. Pastor: Waylon Bailey.

Scripture Crypto

The Scripture Crypto is a Bible verse in which one letter has been substituted for another, thus encoding the verse. To find out what the verse is, you must determine what each letter is a substitute for. An "a," for example, may stand for a "t" in this week's issue of the ScriptureCrypto. Next week, "a" could stand for a "d." Each week, each letter is different. Solve by trial and error. The answer will be given next week. Note: All numerals, such as those in the scripture reference after the verse, are spelled out.

y hjvos nvz gyor ecmhoypk mpx gyor jycxsg mpx

gyor rmyc yp mcc ors cmevzuh vd nvzu rmpxh; nso

ns ozupsx pvo ov js, hmyor ors cvux.

rmkkmy ogv:hsaspossp

Clues:
G = W; M = A

Answer to August 29 Scripture Crypto:
Second Timothy three: fifteen

SEARCHING FOR A NEW PASTOR OR STAFF MEMBER?

Don't let yourself feel overwhelmed.

We can help.

LOUISIANA BAPTISTS PASTORAL LEADERSHIP

Great ways to help enhance lives, build better relationships

As most of you know, our mission at BIC Alliance for the past 35-plus years has always been to “connect people in business and industry with one another for the betterment of all.” We accomplish this by publishing BIC Magazine and other “Media That Matters” as well as hosting networking events and making personal introductions and referrals.

In addition to helping connect individuals with one another through our publications and networking events, we also help connect buyers and sellers of industrial service companies through IVS Investment Banking and those who seek the best jobs or candidates through BIC Recruiting.

At BIC Media Solutions — another entity in the BIC Alliance family of companies — we take enhancing lives and building better personal,

company or community relationships to the next level. At BIC Media, our mission is to help “create more fans for your brand.”

Through my 50-plus years of conducting management, sales and marketing presentations and acting as a keynote speaker at numerous events, I have shared the “people secret” with many. Simply put, the “people secret” is that beyond our essential needs of food and shelter, a person also needs recognition. When we make others No. 1, they tend to respond in kind. This is called “the law of reciprocity,” and this law has been around since the beginning of time.

But how do we begin using the “people secret” to enhance lives and build better relationships for us and those we love and care about? For me, this has been very simple because I have a passion for continuous learn-

ing and training others. I will continue to share “Earl’s Pearls” in BIC Magazine articles, and you can also learn more by reading our books, watching our films or attending some of my speaking events.

On a side note, I would encourage everyone to learn and master the art of listening, which you can do by reading BIC Media’s book “Michael Learns to Listen.” It’s a book geared toward children, but all ages can learn from it. You’re never too old to improve your listening skills!

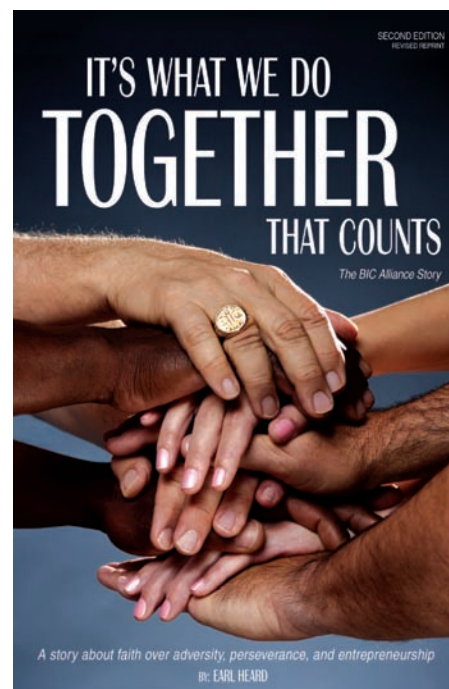
On BICMediaSolutions.com, there are several videos — “How to get along with your boss,” “Leadership tips,” “Becoming a better person in 12 easy steps,” etc. — which are free and part of the “Earl’s Pearl’s” video series.

After using meaningful media such as books and movies as a way of recognizing and showing gratitude to others for decades, we launched BIC Media Solutions in 2005 so we could publish our own books. Since 2014, we’ve expanded BIC Media Solutions to produce films, TV shows, videos and a speakers bureau.

Here are 10 reasons why you should use “Media That Matters” to enhance lives and build better relationships:

1. Books and films define the tastes and values of the giver.
2. People appreciate gifts that flatter their intelligence.
3. Wholesome, family-friendly books and movies elicit emotional responses that other gifts sometimes don’t.
4. Books and movies offer mental stimulation, entertainment and education.
5. Books and movies can help reduce stress, improve conversation and increase a person’s vocabulary.
6. We are more likely to learn something new and valuable if we read an educational book or watch an educational movie.
7. Reading about or viewing how others achieved great happiness or success or dealt with challenges can help us make better decisions.
8. The joy of giving and receiving a book or movie that can enhance a life will be appreciated, remembered and shared for years.
9. Great books and movies are often taken home and shared with our families, churches, organizations and community.

By: EARL B. HEARD
Founder and CEO
BIC Alliance



BIC Media Solutions is releasing an updated version of its first book, “It’s What We Do Together That Counts.” This revised edition will tell the ongoing story of BIC Alliance and its strategic entities. It will be available in print on Amazon.com and BICMediaSolutions.com and digitally through Kindle eBooks. It will also be available through Audible for those who enjoy listening to their favorite books. The book is expected to be released soon.

10. Great books and movies are timeless and can be used or shared over and over again.

In closing, I hope these “Earl’s Pearls” about how books, movies and “Media That Matters” help build relationships and enhance lives will be beneficial to you and those you care about and love.

BIC Media Solutions is releasing an updated version of its first book, “It’s What We Do Together That Counts.” This revised edition will tell the ongoing story of BIC Alliance and its strategic entities. It will also include insights into the success of more than 100 executives, entrepreneurs and others representing different businesses and sectors of industry. Drawing upon many years of life experiences, “It’s What We Do Together That Counts” shows that any form of adversity can be overcome through hard work, perseverance and kindness to others. It will be available in print on Amazon.com and BICMediaSolutions.com and digitally through Kindle eBooks. It will also be available through Audible for those who enjoy listening to their favorite books. The book is expected to be released soon.

For more information about “It’s What We Do Together That Counts,” visit BICMediaSolutions.com, email earlheard@bicalliance.com or call (281) 538-9996. ●



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