



Light of Messiah Ministries

...Bringing Jesus to the Jewish People

Volume 15 Issue 1



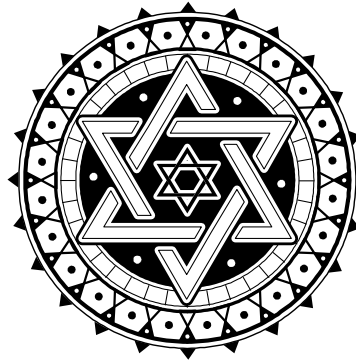
January 2007

Our New Look

I am not a big fan of reality television. I guess I could get hooked, but really don't have the time. With an incredible wife, an 11 year old daughter, a 14 year old son, I figure that my time (our time) is better spent with each other. And, if we are going to watch TV we should watch something a bit more substantial and educational. I have to admit that we do watch "American Idol". And my daughter and I enjoyed watching some of "Dancing with the Stars". But, for the most part, reality shows are not what we spend our time watching.

I have seen a few of the "makeover" shows and find them interesting. **Almost everyone has something (physically) about themselves that they want changed.** When we look in the mirror most of us see body features that, if given the opportunity, we would remove, increase, decrease, or mold into something different. When most people look into their closets there is usually something that they would add to make their wardrobe better. And if given the opportunity almost everyone would make some change or addition to their house.

As believers, according to scripture, we need not be concerned over the outward appearance of man, or the possessions we have. **God is much more concerned with our inward character and hearts' intent.** However, at the same time, we are instructed to take care of our bodies because they are the temple of the Holy Spirit of God. **Our material possessions become the object of idolatry if we do not guard our hearts.** However, if used for the Lord, our possessions, no matter how big and beautiful, become the object of His glory.



"Behind our new external look is our continued, passionate commitment to bringing Jesus back to the Jewish people"

I have never been one to be overly concerned with the external look of our ministry. Over the past 15 years we have not thrown a lot of our financial resources into producing a ten page full color glossy magazine, or into the production of professionally designed graphic intensive promotional DVDs, or even into the development of our web site. **I have always believed that when we put our resources into bringing Jesus back to the Jewish people, as long as everything looked adequate, we were doing the right thing. But after 15 years of ministry we needed a makeover.** So, we've done it.

Our redesign has not been done to make our ministry look more fancy. **We have updated our logo, designed a brand new web site, designed some new publicity posters for churches to use, and are going to begin a monthly**

email newsletter this month, all in order to make our ministry more visible to those who need us. After 15 years of ministry we are going to have a new look to go along with our evolving focus. **We want more people to make use of our ministries' resources.** We want those who do not yet know of our ministry to see an excellent ministry that cares to present itself in a way which gives glory and honor to God. **Looking ahead at the way we have grown over the years, I know that we need to not only get ourselves up to date in our appearance and technology, but prepare for what the Lord has in store for us in the future.**

Let me tell you what we are doing:

Our new logo is a minor change that we've made. Our old logo had some sentimental value to me because it was initially designed by a friend when I began the ministry 15 years ago. However, it looked 15 years old, and while we were having our web site redesigned, I decided to make our logo more "modern" looking. I like the new look and you can see it for the first time at the top of this newsletter.

Our web site was the most important issue we needed to address. After over ten years our web site had fallen into disrepair. Rather than using a professional to design and maintain our web site, I utilized volunteers and internal resources to try to keep up with evolving technology and needs. This didn't work. **I had actually become embarrassed to invite people to our web site.** Given the fact that our web site is our home to the world, and to people who may be learning about us for the first time, I knew that we had to make changes.

I want our web site to be an inviting and friendly place for people to come and easily get the information they are looking for. We want our web site to be an often visited site for people to learn about our ministry, the Jewish community, and to get resources they need. We want our web site to become a community gathering place to discuss Jewish issues and get answers to often thought of questions. And, in time, it will become the hub of our communication with those who not only have a heart for our ministry and are supporting us, but for those who are seeking the Lord as well.

Our new web site is online now and was designed by a very special Jewish Christian the Lord sent our way. Please take a few minutes to visit. There are a few areas that are still under construction, and the web site will be under continued development. We will be adding new features in the near future. So, stop by often to see what we are doing.

Casey has taken over the position of Church Outreach Coordinator. She will be working with the local church and believers to coordinate our outreach through the Body of Christ. The best way to reach Jewish people is through already established relationships that Jewish people have with Christians. Most Jewish people we lead to Christ are introduced to us by their Christian friends and associates. Casey will also be doing more ministry among the Russian and Orthodox Jewish communities.

In order to give Casey more time to accomplish the goals of her new position, we have brought another person onto our staff who is taking a portion of Casey's administrative duties off of her plate. Janine Hoffman joined our ministry in October. She is our new part time administrative assistant. Janine has already been an incredible asset to our ministry and is allowing all of us to get more done as she supports us behind the scenes.

Most importantly, behind our new external look, is our continued, passionate commitment to bringing Je-



sus back to the Jewish people. Over the next several months I will be communicating to you our new initiative to reach the Jewish community in metro Atlanta and the southeast. We are in the process now of planning and developing Jewish Ministry Teams in local churches throughout Atlanta who will help us coordinate our efforts to reach Jewish people through the local church. We are meeting with local pastors and believers who have a heart to partner with us with the intent to find every Jewish seeker to give them the answers to their questions.

Our new look is the external grid through which we accomplish our purposes. We have made the look a little more modern. We have taken the look and made it more professional, user friendly, and appealing. But, the heart of our ministry remains the same. We want to reach our Jewish people with the greatest news they can ever hear. We want every Jewish person to be given the opportunity to respond to Jesus. We want to help every Christian with a Jewish friend to reach their friend in the most gently, loving, and effective way possible.

Our new look will help us accomplish these purposes.

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Passover Banquet 2007

Passover is early this year! Our annual Passover Banquet will be held at the Alpharetta Marriott at Windward on Saturday evening, April 7th. Last year 500 people joined us for one of our most exciting nights of the year. **Make your reservations now! Last year we had a waiting list, so don't procrastinate!** We must have you reservations by Wednesday, March 28th. We encourage you to bring your friends and small groups as well as your Jewish friends. Please call our office to make reservations at 770-642-4706. You may order your tickets online at www.lightofmessiah.org.

We are sorry for the increase in the price of the tickets for our Passover Banquet. **We have done all we can to find the most reasonable facility for this event and do not make any profit on the tickets.** We charge what the hotel charges us. Thank you for understanding. We look forward to seeing you there!

Thank You!

As we begin a new year I want to thank you for standing with us in our efforts to reach the Jewish people for Jesus. I am confident that 2007 is going to be our most fruitful year ever and am looking forward to seeing what God does through our efforts.

We look to you for your prayers and support throughout the year and consider you a part of our family. Your prayer and your financial support mean so much to all of us.

As the Lord continues to bless us...we will keep you informed.

In the service of the King,

Murray Tilles...for the staff
Light of Messiah Ministries