



**WORLD
BIBLE
SCHOOL**



You. Sharing Jesus.

The New WBS

WBS' branding efforts celebrate the past while engaging the future.

John Reese — CEDAR PARK, Texas

Think of World Bible School as a giant redwood. It is both established and bursting with new growth.

Last year we celebrated the 40th anniversary of the name "World Bible School." Old-timers pointed out that the method had been active long before the name. WBS roots run deep. The trunk of WBS history is stout and supportive, based solidly on biblical principles.

- The message is the Bible, and especially the Good News of Jesus the King.
- The method is correspondence. Remember, the Bible itself is correspondence. For example, John's *writings* result in faith and life (John 20:29-31). God uses modern media to speed this saving message as interactive studies to millions worldwide.
- The messengers are everyday Christians—priests who proclaim Good News



WBS is both established and bursting with new growth. Our new look represents genuine substance.

(Acts 8:4; 1 Peter 2:9; 3:15). WBS continually refreshes this biblical principle by connecting thousands of you, His priests, with millions of seekers.

Thus "new" has nothing to do with passing fads or start-ups. "New WBS" is well-grounded in principle and proven practice. The sturdy trunk points upward to where green growth flourishes. WBS' newness engages the latest cutting-edge tools for reaching new seekers.

The new look aims to connect with new populations and new generations. Best of all, the new look is far from superficial. It represents genuine substance, as seen in Gale's story (page 2). Her student studied the Master Series in just weeks, then follow up took place within hours. Such speed was unimaginable before. While solidly based, WBS rises to fulfill the new potentials of our changing world.

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New Logo - Part 1

Our new look is one step to remind of our continued relevance in a changing world.

John Reese — CEDAR PARK, Texas

The name "World Bible School" first appeared in 1973. Its now-familiar logo first appeared in 1976. Millions of letters and lessons have carried it around the world. As a leading symbol of Gospel-sharing, it is highly respected and deeply cherished. Indeed, there are places in Africa where WBS is so popular that a banner on a vehicle, tent or office can be counted on to draw attention. When I last visited Mark and Flora Swartz in South Africa, they introduced me to a refugee from Zimbabwe. Alone, jobless and far from home, he fearfully wandered the streets of Cape Town. Passing the Swartz' office, he saw the WBS logo. He thought, "I have seen that sign all my life; these people can be trusted." In this way he became a WBS student and later a Christian—welcomed by the family of God. Logos matter, especially when there is substance behind their imagery.

So why consider any kind of update? The answer is a changing world. While Africa is the home of most WBS students, America is where we recruit most teachers, coordinators, donors, church and opinion leaders, and increasingly a new generation of seekers. (WBS Internet advertising already has enrolled over 180,000 in the USA for Bible studies.) While we will continue to nurture advantages

Strategic branding will help us better serve a changing world.

in Africa, WBS faces challenges in reaching new American constituents. Many in the church view WBS favorably (as having a great past), but also as "old school." We often hear ideas like, "WBS? Oh, you mean those retirees in a back room who send letters." If only they knew! I met a long-serving "Evangelism/Involvement Minister" who seemed ignorant of WBS. *Action!* was placed regularly within reach, yet not once had he read it. Why? Preconceptions. People think they know what it is. They think it once served a purpose, but now it seems irrelevant. In their case, older symbols stand for their misconceptions.



A series of ads are rolling out the new WBS brand.

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New Life for Adera

A new speed we never imagined before.

Gale Scott — AUSTIN, Texas

Having been a World Bible School teacher for 33 years, I am firmly convinced of God's providential work today. I believe God will provide a teacher to honest truth-seekers. Postal WBS remains effective as my main method for teaching many hundreds. I also enjoy new innovations in WBS, and the way they expedite contact with students like Adera in Ethiopia.

Surveying the Internet "student board" on January 26, 2014, I noticed that one man had waited 4 days for a teacher. I quickly claimed that student, Adera Mulugeta. Being out of work, he avidly studied the Web lessons and my extra "mail box" messages every day. On February 8, he wrote, "My dear sister... It is time for me to be baptized. Let me participate with Jesus in His suffering, humiliation, death and resurrection. Please do not delay in arranging for my baptism." Since Adera lives in the capital Addis Ababa, I put him in contact with two WBS follow up workers. He was baptized at the church building on February 15. That same day, he wrote:



Adera responded just as quickly to Gale's request for an emailed photograph.

Dear Sister Gale Scott. Amazing. I am now not alone. I am in the family of Jesus Christ worldwide. Today I can imagine the joy and happiness in the heavens because I am baptized. I am saved. God has written

"Today I can imagine the joy and happiness in the heavens because I am baptized!"

my name on His list. Let us praise God together. He sent you for me. You led me to the right direction. You helped me. Thank you. God bless you.... I was born again and the door of Heaven is open for me.

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New Logo - Part 2

Moving to the new look.



How will the transition work? Carefully and according to the need. The greatest need relates to communications within North America where we must attract new participants to WBS. Internet can be updated rapidly. *Action!*, as our periodical, launches the new look immediately. Some paper products, however, must wait for existing stocks to be depleted.

Overseas the pace need not be rushed. The traditional logo serves well, and there will be plenty of time to build positive associations between the old look and the new look. While the WBS logo has always been a registered trademark of World Bible School Inc. based in Cedar Park, TX, many outreach efforts use WBS advertising, which includes the logo. For these, the pace of change will relate to their respective audiences and resources. We in Cedar Park stand ready to offer practical

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Giving to Grow the Kingdom

Being a part of something new is always exciting.



As 2013 came to a close I had the privilege of seeing my oldest daughter enter into marriage and begin a new life. New lives, new things and new programs help us to expand the ways we share with others the Good News about Jesus Christ.

Beginning in January of this year I took on the role of serving as Vice President for Advancement for WBS. My previous experiences as a project manager, grant writer and minister have been a great foundation for this new role. They have prepared me to serve God by seeking funds to grow God's kingdom.

Being a student and graduate of Oklahoma Christian has allowed interaction with students from various

backgrounds and locations around the world. My new role with WBS also allows contact with Christians who have diverse needs and wishes when it comes to giving to mission efforts.

One of the main reasons I joined the WBS team is its unique methodology of reaching millions of seekers from around the world and its unparalleled

success in our brotherhood. It is a joy to tell people the story of the "new" WBS and see their expressions when they become informed about what God is doing through this one-of-a-kind ministry.

My goal this year is to continue to inform ordinary Christians of ways they can partner with WBS

It's a joy to tell people the story of the "new" WBS... about what God is doing through this one-of-a-kind ministry.



to advance God's kingdom and fulfill Jesus' challenge for us to "go and make disciples of all nations" (Matthew 28: 19). Many I speak to are not aware of all the new things WBS is engaged in toward fulfillment of the Great Commission. Are you?

Over 1,000 churches of Christ are partners financially or with WBS teaching efforts. If you or your congregation is ready to be involved with WBS in a special way by becoming a financial partner in something truly new and exciting, now is the time. Please contact me and let's talk together about ways to keep the momentum going.

Pat Brown is always available to talk to friends of WBS—individuals and churches. Contact him at pat@worldbibleschool.net

Brand Strategies for Individuals?

As WBS' brand looks to the future, your legacy can, too.



You've read John's perspective on our new logo, part of our new "brand". An organization's brand is its attempt to claim a position, to accomplish goals, to make an impact now and for years to come.

Individuals who consider planned gifts are doing something quite similar. Their attempt to make an impact may not be seeking to "appear" a certain way publicly, as an organization's brand would. (That said, people's names show up on school buildings a lot!) But they, just like all WBS donors, are usually seeking this: to share Jesus with as many people as possible given the resources available to them.

Planned gifts are those that, well, require some thoughtful planning, more than just writing a check. Bequests, beneficiary designations, income-producing gifts and giving appreciated assets represent a portion of planned gifts.

Consider a planned gift to WBS. Including WBS in your estate at some level can be simple and more possible than you might think. If you're interested in your own "brand"'s ability to have an impact by sharing Jesus through a planned gift, let's talk.

Kevin Rhodes (MBA, CSPG) is trained and experienced to help you with planned giving. Contact him at kevin@worldbibleschool.net

Action!

Editor: John Reese

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512.345.8190 • 800.311.2006 • fax 512.401.8265
Lessons: 877.393.0211 • info@worldbibleschool.net
Ministry site: www.worldbibleschool.net
Student site: www.worldbibleschool.org

POSTMASTER: Send address changes to World Bible School, P.O. Box 2169, Cedar Park, TX 78630
Periodicals Postage Paid at Cedar Park, Texas, and at additional mailing offices.

☐ **One Time:** I'm not joining the **Sowing the Seed** Gift Program now, but I'm giving _____

☐ I'm joining **Sowing the Seed** I commit to give:

Monthly:

☐ \$30/mo

☐ \$60/mo

☐ \$100/mo

☐ \$_____/mo

I will continue to give this on an monthly basis.

Annually:

☐ \$300/yr

☐ \$600/yr

☐ \$1,000/yr

☐ \$_____/yr

I will continue to give this on an annual basis.

Mr./Mrs./Ms. _____

Spouse _____

Address _____

City _____ State ____ Zip _____

Ph (day) _____ (night) _____

E-mail _____

Church _____

Address _____

City _____ State ____ Zip _____

Gifts by Check

☐ My gift is enclosed.

Gifts by Credit Card

☐ Please charge my credit card. See amount at left.

☐ Visa ☐ Discover ☐ MasterCard
☐ Amex Other _____

(You can also give securely online: www.worldbibleschool.net/give)

Card No: _____

Expiration: ____/____/____

Name (as on card) _____

Signature: _____

Gifts with Automatic Bill Pay

☐ I'm setting up payments from my bank.

My Gift is a Tribute for Another

☐ See gift information on the back of this form.

In Honor of...

Thelma Anderson
Brian & Tammy Poland

Mr. & Mrs. A.L. Banta
Kay Banta

Ron & Vera Bedwell's 50th
Christopher Quinn

Glenn Boyd
Sherrill & Suzanne Bennett

Colt & Holly Cannon
Mickie Kennedy
Gale Scott

Ernie Clifton's 85th
Sherrill & Suzanne Bennett

Mr. & Mrs. Wiley Cutts 50th
Tony & Iva Kate Hopper

Patsy R. Duke
Diana Barnes

Jodi Gibson
Joyce Sutherland

Marc Glenn
Jim Preston

Francis Goodson
Nigel Downey

Buddy & Carolyn Graves
Mary Nell Kemper

Irwin Hawkins
Joyce Sutherland

Mary Nell Kemper
Fred & Brenda Heath

Janice Kramar
Ellen & James Banks
Mr. & Mrs. Samuel Martin
Marlene Dyer

Ellen Morrow
Bob Morrow

Nolan Northcutt's 100th
Juanita Burks

Ruth Orr
Mrs. Ennis Warf

Oleta Paden
John & Beth Reese

Susan Pottberg
John & Beth Reese

Samantha
Karen Helsing

Janelle Sladek
Scott & Connie Sladek

Tripp Stirewalt
Virginia Ford

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Carmen G. Sutherland
Joyce Sutherland

Allen Tackett
Bob & Laverne Maddox

Diane Turner
Karen Helsing

Kathryn Tyler
Tony & Iva Kate Hopper

Doug Wheeler
Naomi Hunt

Jonathan & Lauren Woodall
Bob & Laverne Maddox

Doug Young Family
Maurice & Jewel Hinchliffe

In Memory of...

U Lee Adams
Carl & Frankie Mitchell

Robert D. Anderson
Bobby & Evelyn Fesmire

Al Andrews
Bobby & Betty Roach

Ralph Anguish
John J. Bradford
Gary Adcock
Marilyn Greene
Bill Lewelling
Monroe church of Christ
Don & Nancy Chappelle
Rhonda & family
Jerry & family
Randall & Nancy Jackson

Marian Bales
Eldon & Donna Hawkins

Herman Barnett
Bill & Mickie Kennedy
Phil & Mary Leddy

Jane Mayes Batey
Patrick Jones

Anita Beeman
Gary & Lois Billingsley
Leroy & Juanita Bumpus
Nancy Smith

Tom Bell
Peggy Sullivan

Lee Bickford
Bill Mitchell

Jack Bobo
Ken & Crystal Delano

Carol Boulter
Tony & Iva Kate Hopper

Jerry Box
Elton & Shirley Whitton

Bob & Patsy Branch
Don & Cindy Larson

Sue Brimberry
Terry & Sue Tottenham

Bret Browder
Mary Sizemore

Vernon Buchanan
Francille Buchanan

Julie Buhler
Lar Doyle

Ernest Bullard
Gale Scott
Mickie Kennedy
Al & Linda Campbell
Kevin & Julie Rhodes
Greg & Toni Watts
Jim & Billie Morrow

Jean Bullington
Tony & Iva Kate Hopper

Raymond Burleson
Charles & Alyne Williams

Dovie Bush
Evelyn Smith

Bill Butler
Jim & Billie Morrow

Chrystal Carlson
Jimmie & Brenda Terrell

James Chadwick
Ed & Linda Slocum

Betty Coile
John & Beth Reese

Tim Connell
Jane's tennis team

Eloise Cooper
Henry & Jean Green

Lacy Cox
Joyce Gustafson

William Crowover
Frank & Gwen Brewer

Bob Crutcher
Mary Ann O'Brien

Esther Daniels
Carl & Avalene Daniels

Crowell Davis
Tony & Iva Kate Hopper

Robert Decker
Vera Boatwright

Velma B. Delancey
Wilburn Delancey

Hilary Dempsey
Lar Doyle

Roland Duus
Melissa Sturdivant
Goldthwaite coC
Ronald & Diane Owens
Donald & Mary Williams
Lovera Strickland
Wayne & Bess Wilcox
Mike & Tanya Barker
Billie Cardinas
David & Vicki Stewart
Ed Sultemeier

Roger Dawdy
Peggy Sullivan

Phyllis Day
Carl & Frankie Mitchell

Julou Dodson
Charles & Patsy Haslam

Kim Duchamp
Bob & Barbara Anderson

Jewel Erassarret
Joe & Lynda Goldman

Sam Ethridge
Lar Doyle

Bob Evans
Errol & Marsha Littleton

Jack Faulks
Sam & Paula Epperson

Reba Field
Melba & R.D. White

Mack Forbes
Lar Doyle

James Gibbs
Ronald & Rachel Gibbs

Nita Graham
Melba & R.D. White

Charles Greenlee
Lar Doyle

Carolyn Gunn
Terri Archer

Louis Hartzog, Sr.
Tony & Iva Kate Hopper

Shirley Hastings
Joy Kicklighter

Mary June Henry
Mr. & Mrs. Delbert Cain

Lawrence Hester
Shirley Hester

Jack Hewlett
Charles Chandler

Martha Hickerson
William & Patricia Peach

Ann Hicks
Tony & Iva Kate Hopper

Sandra Hill
Francille Buchanan

Maurice Hood
John & Beth Reese

Yvonne Howard
Dean & Becky Lightfoot

Arthur & Jo Ann Hubbard (2)
Brian & Cheri Fogelman

Georgia Johnson
Carolyn White

Tracy M. Jordan
Catherine Jordan

Pam Judge
Rudine Vickery

Shelly Kelly
Carl & Frankie Mitchell

Doris N. King
David King

Thomas Lancaster
Trrent & Mona Lancaster

Dennah Lee
Sandra Lee

Gordon Linders
Ella Jane Head

Rexford Littleton
Errol & Marsha Littleton

Earl Lowder
Opal Lowder

Freddie Lynch
Pat Bolin

Tom Matthews
Joan Matthews

Lowell Maxey
Melba & R.D. White

Danny McCain
Tony & Iva Kate Hopper

Juanita McCurdy
Carolyn Window

Cris McCurley's mother
Melba & R.D. White

Raymond McDaniel
Don & Virginia Worten

Gail Miller
Donna J. Smith

Sarah Monosky
Karen Monosky

Arch Montgomery
Lar Doyle

Nell Moore
Gary Moore

Ella Mae Moss
Evelyn Smith

Verdane Nalls
Lar Doyle

John Newnam
Mr. & Mrs. Delbert Cain

Sy Norris
Lar Doyle

Joe C. Owen, Sr.
Carla Owen

Claud Parrish
Jack & Judy Little

Frances Lorraine Patterson
James S. Patterson

June Payne
Robert & Barbara Wright

John Pearce
Mickie Kennedy

Lt. Col. Roblee A. Perrault
Jefferson Church of Christ
Rudine Vickery

Virginia Pewipp
Lar Doyle

Kirsten Plettner
Bonnie Strickland

Jane Prater
Mr. & Mrs. Jesse Phillips

George Richardson
J Lee Roberts

Albert Richie
Glynatta Richie

Bettie DeLieu Ross
Vera Boatwright

Tom Rountree
Charles & Colleen Willis

Richard "Dick" Sampson
June Sampson

June Sanders (3)
Benny Sanders

Virginia Searcy
Carl & Frankie Mitchell

Alafrank Shaw
Oleta Paden

J. Frank Smith, Jr.
J Lee Roberts

Doyle Springer
Tony & Iva Kate Hopper

Annette Stauch
Tony & Iva Kate Hopper

Linda Steele
Anita Huckabay

Mr. & Mrs. Jack V. Stephenson
Blake & Deanna Stephenson

Margie Stephenson
Gary & Pam Stephenson

Fern Strietelmeier
Mr. & Mrs. John M. Sawyer

Lee Tillie
David & Leslie Throesch

Olivia Torres
Jim Preston (Sunday Bible Class)

Jeff Trousdale
Cross Point Journey class

Nila Truitt

Carl & Frankie Mitchell

June Vick
Jefferson Church of Christ
Rudine Vickery

Howard L. Ward
Sylvia Ward

George Welker
Ellen Welker

Barbara Wilkerson
Don Wilkerson

Betty Witt
Orman & Faye Bach

Ada Womack
Carl & Frankie Mitchell

Dottie Wright
John & Beth Reese

Carolyn Youcum
Lar Doyle

Please make my gift a tribute.

Memorial Gifts and Honor

Gifts are ideal ways to pay tribute to a loved one's legacy or special occasions. At the same time, your gift will be used to "share Jesus" with WBS.

☐ I have completed my personal information on the back of this form.

☐ **HONOR GIFT** ☐ Birthday ☐ Anniversary
☐ Illness ☐ Friendship ☐ Other _____

☐ **MEMORIAL GIFT**

For: Mr./Mrs./Ms. _____

City _____ ST _____

Please send a letter of acknowledgement to:

Mr./Mrs./Ms. _____

Address _____

City _____ ST _____ Zip _____

Their Relationship to Honoree _____

Ernest Goes Home

He found grace and shared it with others.

AUSTIN, Texas

Action! introduced Ernest Bullard's story in March 2012. After World Bible School studies in prison, he was baptized and became "family" at Westover Hills church of Christ in Austin. Seven years later he went home to Jesus. During this brief window, Ernest sent 18,000 WBS Intros to new students (715 to inmates), of which 3,425 continued Bible studies, and 169 requested baptism. At the memorial, relatives who survived Hurricane Katrina told how he took them in but insisted they not rearrange his "work"—WBS lessons that literally filled his apartment. Here are thoughts that WBS deacon at Westover, Chuck Gentry, shared with his grandchildren, and memorial notes from Westover shepherd Leon Ross.

Chuck Gentry: JuJu [wife, Judy] and I have just lost a dear friend. Ernest Bullard was a brother of ours with whom we worked side by side as WBS teachers. Ernest grew up on the streets and got involved in gangs and drugs. Convicted of attempted murder in his 20s, he served 20 plus years in federal prison. Upon release... he was soon baptized at Westover. He made Westover his church home and became one of our most prolific WBS teachers. We became like family with him. At one WBS dinner Ernest and I were the speakers. I got emotional when I introduced him as a Christian brother, a true servant of God. He received a standing ovation from the 400 in attendance. Ernest never missed services. He came to Westover by 2:00 every Wednesday afternoon to prepare WBS lessons. He would still be there when we arrived at 6:30 to work on our lessons. At 6' 4" and 260 pounds, Ernest was a gentle, loving teddy bear. He was a true ambassador of God. We are going to miss him so very much. "He has crossed over from death to life" (John 5).



Ernest Bullard, 1952-2014

In the seven years since his conversion, Ernest shared Jesus with 18,000 WBS students.

Leon Ross: Pam and I were fans of Ernest. "Fan" may be short for fanatic—someone who is overly enthused. Ernest was a fan of Jesus and forgiveness, a fan of World Bible School, a fan of Westover and all the people who treated him

like the brother he was. Fanatic might fit Ernest's work on World Bible School since he was so dedicated and serious about it. For seven years Ernest was present at many of our family gatherings (Christmas, July 4th, Thanksgiving, birthday parties). My children and grandkids loved Ernest and enjoyed being with him, giving him a comforting sense of value and belonging. He was part of our family, and with me at deaths in my family. I have never known a man so grateful of where he was in life and what people did for him. He gave back all he could with all he had. We look forward to seeing him again in heaven.

God blesses faithful seekers

...and uses faithful follow up help.

WBS student,
Mancoba
Ndzabandzaba,
Swaziland



WBS web
teacher,
Joni Mackey

Dear WBS teacher Ms Mackey,
Iwanttobesaved.IhavesinnedandIwanttobe
closetoGod.IwanttopraiseHimwithallIhave.I
want to be baptized. Mancoba

Feb 7 - Dear Mancoba, I love your sweet statement! I'll work on it. Just keep studying these lessons and keep your focus on Jesus. Joni

Joni contacts WBS for follow up connections. One is Brad Carter, President of African Christian College, Swaziland.

Feb 7 - Dear Bro. Carter, I have a WBS web student who wants to be baptized. I think he understands what he needs to know since he is deep into the lessons. Joni



Brad Carter,
African
Christian
College
in Swaziland

Feb 7 - Dear Joni, Thanks for the work you are doing as a WBS teacher. What a blessing you are to so many! Our folks here have your message and will let me know what they find out. One challenge is that Mancoba is in a rural area where the church is not strong. But we will try to find the best person to reach out and not only baptize him, but also help him continue to be discipled and in fellowship with a nearby congregation. Brad



Joni

Feb 7 - Thanks so much for answering so rapidly—I'm so happy that you exist! There are so many good works going on all over the world and it is always exciting to learn about them. Joni



On Sunday,
Feb. 16,
Mancoba was
baptized,
followed
by his wife,
Nomsa.



Brad

*Editor's note:
To quote Brad,
'praise God'
for blessing the
efforts of web
teacher, Joni
Mackey, and
WBS' follow up
efforts!*

Feb 17 - Joni, it was a beautiful day on Sunday when Mancoba and his wife were baptized. Praise God! ACC grads Mongie Silambo and Justice Nherera, along with Dr. Bob Whittaker and his wife, Annette, helped make it all happen and presented them with Bibles. The two new Christians will join Christians in nearby communities and perhaps plant a church in their own village.

Joni, thank you for allowing me to connect loving Christians here with truthseekers like Mancoba and Nomsa. And, thanks for your work with World Bible School and spreading the Good News around the world—including Swaziland!

INTERNET

Congratulations, Web Team!

Dear Jonathan and WBS Web Team,
I am really enjoying the site. You've done a superb job! It's different, of course, but I think it's aesthetically pleasing and very intuitive. And I love the minimalistic theme. I love even more the fact that the theme is driven by the effort to make a study of the Bible available to more people by making it function better for



those with limited bandwidth and lower-end cell phones. I am confident that what you have done will achieve that goal. In my opinion, you've made it better for all of us. WBS rules!

Blessings,
Danny



Willie Gley and elder Douglas Boateng lead worship in Ghana.

I was that "one".

My WBS teacher didn't give up on me. Don't give up on your students.

Jan Towell of World English Institute motivates teachers daily. Here is a message from Jan in which she recalls a conversation she had with Willie Gley who coordinates World Bible School and other ministries in Ghana, Togo and surrounding countries.

Willie Gley had stayed with us overnight and, over breakfast, we were discussing the drop-out rate in all ministries. "Ah," said Willie, "but the one—and I was that one." He told how 30 years before, he had seen a paper in a mud puddle, picked it up, took it home, washed it off, and—he laughed as he said it—"I even ironed it." He wrote to the contact, took WBS lessons, and the rest is a history of blessings.

If Paul preached to 1,000, and no one responded, he moved on to the next 1,000. Today, we need the same persistence. People have many motives for enrolling in courses, and many reasons for dropping out. But there is the one! The motivated one. The one with access. The one who persists. The one you are seeking. So keep teaching and never give up... for the one.

CHURCH RELATIONS

Let us present

Do you need to discover new outreach opportunities? Are you seeking proven examples, not theories? Do you want to motivate your folks? Just ask. We at World Bible School can serve as an **ignition switch** and **accelerator** for sharing the Gospel. Mary and Roy McKinney's feedback is typical:

We at East Ridge (Chattanooga, TN) thoroughly enjoyed having Bill Colwell with us. He gave wonderful presentations and motivated about 10 more to sign up, making 22 Internet teachers and about 12 postal teachers. Some can do both. We may also register as a Connect congregation now.

The PowerPoint is very effective in showing how very easy it is to teach. Thank you for all you've done to encourage us to do what we should do anyway! We'll find honest hearts waiting for us.

KENYA

Swahili WBS reaches 1st goal

In January's *Action!* we invited you to 'make an Impact' on East Africa by contributing toward the printing of Swahili WBS courses. Thanks to God working through many of you, our initial goal of \$22,000 was met in mid-March! Thank you, too.

We plan to print 30,000 Swahili courses in Nairobi before July. Qualified churches and ministries in East Africa will use them to bolster their evangelistic efforts among non-English speaking peoples. You can still give with powerful results either for future "Swahili WBS printing" or the ongoing "God Bless East Africa" campaign. For more information, contact Phil Palmer at phil@worldbibleschool.net or 325-670-9688.

ya'all come
to dinner!

Mark your calendar for these informative and inspirational WBS dinners:

Austin, TX - 6:30, July 22, Renaissance Hotel, 9721 Arboretum Blvd. RSVP: July 15

Edmond, OK - 6:30, July 28 (Oklahoma City area location to be determined) RSVP: July 21

Nashville, TN - 6:30, October 28, Nashville Airport Marriott, RSVP: October 21

Editor's note: World Bible School resembles a mighty redwood. It derives much of its stature and strength from committed veterans. Through them, the Lord produces amazing growth year after year. Their regular reports remind us of more reasons why WBS remains evergreen and ever-fruitle.

Nigeria Report

Doug Wheeler — NORMAN, Oklahoma

All went so very well on my 55-day mission trip to Nigeria! I appreciate those of you who supported me on this mission trip with your monies, prayers, and even fasting! God was pleased to use us all to His glory!



John Dania, Doug Wheeler, Etim Echeng Enya and Sylvester Imogoh at The Great Workshop 2014.

As I traveled around in 14 of the 18 southern states in Nigeria holding World Bible School Seminars and Leadership Seminars, I witnessed 128 people baptized into Christ!

Another highlight was The Great Workshop 2014 held at Mile 2 church of Christ in Ikom, Cross River State, where Etim Echang Enya preaches. We had 468 preachers—our largest number ever—register for this 4-day event. On our day of evangelism when we go door-knocking with the local brethren in the area, we had 10 baptisms. Every preacher at The Great Workshop 2014 received a Lectureship Book of the 12 lessons given, 250 tracts written by Sylvester Imogoh for use in their evangelism efforts back home, some Bibles for distribution, and other helps to “preach the Word”!

Ghana Report

Joel Coppinger — TULARE, California

Our team of six taught in schools, churches, homes and streets on our most recent WBS Campaign in Central and Ashanti regions. We had 262 baptisms. We actually taught classes in the homes of village kings and baptized two of them along with some of their entourage. We started two new congregations.



Larry Goodin, Visalia, CA; Greg & Teresa Grounds, Hooker, OK; Becky Bullough, Hanford, CA; Pat & Joel Coppinger, Tulare, CA.

The success of these campaigns depends greatly on the dedicated work of our brothers in Ghana as they plan and arrange for students for us to teach. Almost all our classes

New Logo Part 1 from page 2

Of course, as readers of *Action!*, you know WBS and its exciting developments. About 1,000 congregations and 8,000 teachers are involved. That leaves many more to be influenced for this compelling reason: God uses WBS to open new doors to literally millions, locally and globally. Most American Christians need to take another look—and for that WBS must present a NEW LOOK. WBS is not what they thought. WBS is cutting edge, ever-adapting, user-friendly, and more relevant than ever for connecting individual members with individual seekers. Above all, WBS has the right focus. No headline is more urgent and up-to-date than the Gospel. WBS is simply **YOU SHARING JESUS.**

New Logo Part 2 from page 2

assistance, including new art elements.

While this introduction may be “news” to you, please be assured that the new look results from a prayerful, extended and very full process. For years we have known the importance of addressing perceptions in order for WBS to rise to the next level. This became all the more urgent when student recruiting prepared to target North America, as scheduled by the WBS Strategic Plan for 2012-2016. For the past year and a half, hundreds of hours of intensive work have gone into research, consultation, art options, and marketing preparations—of which the logo is one consideration. The professional company with which we have partnered is Tactical Magic of Memphis, led by a Christian brother, Trace Hallowell. In the Cedar Park WBS office, Kevin Rhodes now serves as Vice President of Marketing. Kevin’s appointment underlines how important these measures are for WBS to grow in order to reach millions more with the Good News of Jesus. Kevin’s coordination of marketing will impact much of what you see moving forward. But please don’t wait to take action. You are on the front line. You are the key to informing and motivating others. Help them to experience the new WBS.

New Life for Adera from page 2

Now Adera and his wife, who had previously lost her faith, are regularly worshipping and studying with the church, along with their two children.

Later Adera told me some of his background. Since 2005 he was a government employee with a so-called “good life” (eating, drinking and adultery). His relationship with God was to kneel three times as he passed his orthodox church building. Dissatisfied with corruption at work, he went to a priest who told him to be saved by bowing down 100 times every morning for a week. This did not seem right so he started reading Psalms and visiting protestant services. Before any commitment he wanted to learn more about Jesus and His Word, so he signed up for WBS courses on the Internet. He said he felt very lucky to get a helpful sister to lead him all the way to Truth in Jesus. I am confident this was not luck but the providence of God.

Ghana Report from left

were with friends and relatives of church members. The work of World Bible School continues to be most effective. Many of the leaders of today’s Ghanaian congregations have been WBS students. Everywhere we turned people said, “I was a WBS student.” Thank you to our brethren here in the U.S. who stand behind us as we travel.

Who Knew?

Branding process channels a Lovell.

Kevin Rhodes — CEDAR PARK, Texas

The brand strategy process stretched on longer than any of us had anticipated. But, in retrospect, it was perfect timing in a way. It was also a great means for us to collectively acknowledge how God has blessed the World Bible School ministry for over forty years—and of how we expected Him to bless us many years into the future.

You'll see the "ribbon" theme often in the new WBS brand, as it is pervasive in this new *Action!* layout. When we considered the dozens of early drafts of a logo, one or two that featured a ribbon theme stood out to several of us. After all of the strategic and creative planning—bathed in prayer—had produced our final logo product, it was John Reese who reminded me: "You know, Kevin, maybe there's a reason that the ribbon theme resonated with us. There are two forty year old banners hanging in our offices: down the hall and halfway down the stairs." The light came on in my mind. "Good grief, you're right!" But John continued: "Do you realize who made those banners? Patsie Lovell Trowbridge" (founder Jimmie Lovell's daughter and matriarch WBS Board member).

Who knew? WBS founder Jimmie Lovell was continuing to have an impact on this ministry, striving to *share Jesus*.



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What about



?

See the
July issue.