

FOCUS

our 4th 5th year

For the Week of 19th April 2009



Elder Adrian Begins 2009 Major SPC series this Wednesday at 7:30pm

Dinner served from 6pm onwards

Can we come into your private lives and ask you if you are getting all you can out of your faith in Christ Jesus? Amidst the gloom and doom, do you have the resources necessary to see you through, triumphantly? Amidst struggles with health and relationships, are you abiding and even abounding in the Lord?

We ask every member to give us the next 7 Wednesday nights as elder Adrian takes us on an interactive series on 'Christ-like Character Development'. Our promise to each one is that if you faithfully apply what you learn each week, your life will be truly changed.

Notes for the first session this Wednesday is supplemented with this issue of Focus. Take a look and prayerfully review it before coming this week. Encourage another to come with you. Give yourself a chance to make this year a super one for you and your family... like it is unfolding for the church at PP.

Care teams, please move your sessions to Wednesday evenings for the next 7 weeks. We are looking to see a good number of our youth and young adults also. Together, let us grow as a family in Christ Jesus.

See you all this Wednesday at 7:30pm. Dinner will be served from 6pm onwards.

The Christian in the Marketplace:

What is your brand? Christian, or Christian Dior?

By June Dhanabalan



I work for an organization known for its Marketing prowess. Some of the world's cleverest minds clock in every day and spend the next 9 hours figuring out how to make people love and consume even more of a drink made out of essentially 3 components – syrup, water, and carbon dioxide.

Are they successful? I would say so. When it was first invented some 123 years ago, an average of 9 servings of Coca-Cola were sold everyday. Today that number has increased to 1.6 billion servings daily. The beverage brand with humble beginnings (born in a pharmacy) is far and away the world's most valuable brand, beating giants like Microsoft, Citi, Sony, Nike and many others in annual rankings (Source: Interbrand Best Global Brands, 2008).

In my dozen or so years working for the Company, I've come to be known by my friends as the "Coke girl", and I've yet to meet someone who asks "Coca-Cola? What's that? What does your company do?" Instead it is a real conversation starter - most will enthusiastically launch into an anecdote, question or rant about some encounter they've had with our product or advertising – such is the power of the brand.

Continued on the Insert

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PP FAMILY NEWS

215 persons have already signed up for the church camp this year. Our camp committee is working hard tweaking the programme and making the final arrangements for a great camp. Campers are reminded to pay their camp fees by the end of this month.

This Wednesday at 7:30pm, the major SPC series for 2009 on 'Christlike Character Development'. will be taught by elder Adrian. Dinner will be served from 6pm.

The final '2 are better than 1' seminar for couples on April 25 will take place this Saturday. Looks like it is going to be the largest of the 4 sessions. Look out for the '2 are better than 1' seminar for singles due to begin on the second half of the year.

It was great having elder Eric with us for 2 weeks. He has returned to Xian to continue his work of sharing the gospel and mentoring disciples in China. Please cover him and his family in your prayers.



Congratulations to Kelvin and Hwee Yee on the arrival of Aaron this past Wednesday. Both baby and mother are well.

There has been much interest after our minister announced that brother Ed Wharton's "Scheme of Redemption" lessons have been painstakingly recorded in DVD. Members can purchase the entire set of 12 DVDs for \$30 or borrow them from brother Patrick Ong.

PREPARING MISSIONARIES FOR THE CHALLENGE OF ASIA



All are welcome to join our Youth Missions Internship classes

April 20th – May 1st ... Monday thru Friday [Lunch served daily]

- April 20-24 (10am to 11:45am) Gospel of John Part I - Charles Cook
- April 20-24 (1pm to 2:45pm) Evangelism Methods - Tom Goracke
- April 27-May 1 (10am to 11:45am) Gospel of John Part II - Charles Cook
- April 27-May 1 (1pm to 2:45pm) Missionary Principles - Charles Cook

EMAIL: brother Tom at sibi@ppcoc.org or brother Charles at ccook00@gmail.com

Worship Service	Today (19 Apr)	Next Week
8am Scripture Text:	Psalm 73:26-28	Psalm 76:1-3
11am Call to Worship: SR/OP: S. Leader: Communion: Preacher: Shepherd's Prayer:	Elder Beng Chuan Nehemiah Tan Jason Mok Ken McCumsey Lim Cher Yam Elder William Wong	Henry Kong Chen Yi Irvin Wan Tan Yiu Huat Elder Winston Chong Elder Simon Goh
Ushers Balcony	Andy Wee HI Team	Nehemiah Tan HI Team
6pm Call to Worship Scripture Text: SR/Prayer: S. Leader: Communion: Preacher: Closing Prayer:	Elder Beng Chuan Psalm 75:1-3 Deacon Li Chhoan Charles Pang Ramesh Dhanabalan Deacon Paul Lim Elder William Wong	Henry Kong Psalm 76:11-12 Charles Cook Tom Goracke Deacon Li Chhoan Vincent Lim Elder Simon Goh

CALENDAR of events

Sunday, 19th April 2009

- 7:30am Shuttle Bus Service
- 8:00am Morning Worship
Speaker: Lim Cher Yam
- 9:30am Bible Classes for all ages
New adults combined series on "God in the Marketplace" with Peter Lim and his team
- 11am Morning Worship
- 2pm SIBI Course on "Scheme of Redemption" by Ed Wharton
- 6pm Evening Worship
Speaker: Deacon Paul Lim



Wednesday, 22nd April 2009

- 10am Open Bible Study on the Book of Proverbs with Charles Cook
- 6pm Dinner served
- 7:30am SPC major series conducted by elder Adrian on "Christlike Character Development".

Care teams are asked to divert their sessions to this series for the next 7 weeks

FAMILY CONCERNS

Please pray for:

- Travel mercy for Peter and me from 14-19 April.
Protection over our family while we are away - Linda Ching
- Travel mercy for my daughter, colleagues and me to Macau for a conference from 13-18 April - Doreen Lum
- My niece Analie seeking work here - Fabila Elvira
- Me and my children that we are in good health - Aquino Milagros

Thank God for:

- Brother Ed Wharton's sermon - Maribel, Patrick
- Brother Kenneth Leow's sermon - Henry Kong
- Recovery from my root canal op - Ron Tong
- His presence and guidance during my six weeks course - Josephine Seow
- Giving me a good health report - Lilian Kok



Two are better than one, because they have a good reward for their labor. For if they fall, the one will lift up his fellow; but woe to him that is alone when he falleth, and hath not another to lift him up. Again, if two lie together, then they have warmth; but how can one be warm alone? And if a man prevail against him that is alone, two shall withstand him; and a threefold cord is not quickly broken.
Ecclesiastes 4:9-12

FACTS & FIGURES

8am Worship	128
11am Worship	251
6pm Worship	<u>64</u>
Total:	<u>360</u>
Morning Giving	\$9469
Evening Giving	<u>\$ 237</u>
Total Contribution	<u>\$9706</u>



Receipt No. Donor Amount

3RsF 1250	Anonymous	\$300
3RsF 1251	Anonymous	\$50



Members who wish to sponsor local and overseas campers are asked to speak to any of our ministers or elders. Thank you.

PP Annual Retreat 2009



Christian in the Marketplace:

What is *your* brand? Christian, or Christian Dior?

Continued from Cover

Naturally, many of our water cooler conversations revolve around the topic of branding. A favourite ice-breaker we play with newbies to the company over their first lunch in the cafeteria is, 'If you were a brand, what would it be?'

The idea that a product, simply by being associated with a name that is imbued with values, behaviours, attitudes, can acquire for itself a certain power and fan status is one that is both intriguing and holds lessons for us. (Trivia nugget: The Coca-Cola page is the #2 Facebook page with over 3,300,000 fans – just second to Barack Obama's page!)

Recently, I went to a lunchtime talk titled "Personal Branding". Expecting a half-witted makeover-type talk I was really more motivated by the free lunch and opportunity to get out of my office in Tuas. Within the first 15 minutes I realized this was not going to be a passive session and we were hit with one after another of a series of tough questions starting with, "What is your Intention?"

Since we are in a financial downturn, I will save you the \$5,000 seminar fee and give you the nutshell version:

- 1) What is your objective or goal in life? What guides you into your future?
- 2) Is this goal clear to those around you? Are you serious about it or is it just something you toy with and give yourself excuses not to fulfill, 'when my children are grown', or 'when my health improves', or something you pursue vigorously so that it has a chance of coming to fruition?
- 3) Are you living up to your personal strategy? What resources are you investing in getting to this goal? What is your commitment at home, work, to yourself, and others?

Many are driven by "push" rather than "pull" factors, ie. What they don't want to be, rather



than their ideal picture of success. JK Rowling, author of the Harry Potter franchise credits fear of failure as the secret to her success (Source: Harvard 357th Commencement Exercises speech).

For the rest of us mere mortals to properly carve out a personal brand requires more than chance or 'the right outfit'. It requires a foundation of Intention. In simple English, this simply means planning. As kiasu Singaporeans, we do not leave anything important to chance. When it concerns anything meaningful in our lives – exams, interviews, holidays, weddings, wills – we rehearse, plot, and prepare with the intention to succeed.

Thanks to the most excellent Sunday Bible class series God in the Marketplace, I've been hearing many members declare their Intention to be "Christians first, and workers/parents/students second." This is commendable. But how committed are we in our words, actions, and choices, to making this true?

In her book *Lions Don't Need To Roar*, Debra A Benton reveals the key to being successful in conveying your personal brand. It is congruence, which in Singlish simply means 'matching'. Everything you are, say and do, must match.

You have the opportunity when you meet someone to establish that 'brand identity' through what you say, what you do. Even how you dress and the car you drive communicates something about you, what your values are, and what you want people to know about who you are.

TT Durai, the shamed CEO of the National Kidney Foundation displayed no such consistency. His lifestyle and lack of integrity were out of step with the humanitarian nature of his work. It is hard to say if his Intention was to be a champion for the sick, or to build up a personal empire surrounded by luxury.

In order to project your brand you must consciously choose attitudes, words, and actions that work to your benefit and are consistent with what you want to become. Sometimes this means *not* accepting opportunities to do things or associate with individuals who may compromise this brand.

In my organization, we receive a deluge of requests from other companies to collaborate on promotions. Our criteria for choosing partners is to only consider brands that are leaders in their categories. This is consistent with our brand strategy of being a world-class brand, and to maintain high standards.

Do we consider the impact of every decision we make and every word that escapes our mouth? Tiger Woods has a reputation of being a clean, honest athlete. He doesn't sully this brand name that he has created for himself by trash talking his competitors, drinking, or getting into brawls with the media. Another darling of the paparazzi, Paris Hilton has either through lack of Intention or a very poor strategy, branded herself as a 'spoiled, useless rich girl with poor judgment'. Her downward spiral, starting with footage of her carnal relations with an ex-boyfriend on the internet, and ending at rock bottom in jail has many wondering how someone with so many advantages could create such a negative brand name for herself and the Hilton legacy that her forebears must have worked hard to create!

Creating a strong and positive personal brand won't happen overnight. It takes time for all the parts to come together in harmony and for our Intention to be confirmed by our words, actions, and to get this right most of the time. But there's no time like the present to start. If that personal brand is "Christian" it may take longer. If your work environment is hostile – you are the only believer, or you are surrounded by people who have seen you at your worst – convincing them you have been transformed may take longer as you'll need to be seen at all times walking the talk.

What it finally comes down to is, how do you want to be remembered? Are you working towards making that a reality? What do you want to be written on your tombstone – what will be said in your eulogy? Start branding yourself now!



Creating
Life-Changing
Conversations



FriendSpeak

Seminar • Saturday 16 May 2009
2-5pm • Lunch from 1pm



Using the Word of God to
Help Others Improve their
Conversational English
Language Skills



"The past two Lord's days, I have been gratefully impressed with the Bible teachers' emphasis on what constitutes true success at the series, 'God in the Marketplace'. It was convincingly taught that true success is measured in terms of one's faith in Christ, not in how much money one earns. In an economy that glorifies financial gain and material possessions as the standard of success, I applaud this kind of Biblical teaching that emphasizes the true Christian standard of what constitutes true success - unshakable faith in Christ." - **Ed Wharton**