



PASTOR GENERAL'S REPORT

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Greetings ministers and wives!

This week we celebrated 15 years of the Philadelphia Church of God.

We are at an exciting time in the history of the Work. We are enjoying the best response to the *Key of David* program ever, and every indication is that we will continue in that direction. Our television response is probably the best indicator we have of future growth in the Work. Two of our regional directors in the United States have told me they've each received 15 new contacts since the Feast of Tabernacles; in one region seven new people have been invited since that time.

We can be sure that God's Work is going to grow if we do our part. So we have a lot to celebrate on this very happy anniversary.

What a stark contrast this provides with what is happening in the Worldwide Church of God today.

I'd like to tell you *the real key to having a happy anniversary*.

Dennis Leap recently had relatives outside the Church visiting headquarters and the Imperial College campus. They were impressed by the land and the buildings—and especially the productive, happy students. They are aware of the Church split, and they told him, "You have taken a negative and made it into a positive."

That's true. With God's help and direction, we have taken the very negative situation in the Church and turned it into a positive. Imagine all that has happened to God's Church since Dec. 7, 1989!

But why aren't the Laodiceans keeping a happy anniversary today?

Notice this prophecy of Jeremiah. It is for the end time. "The word of the Lord came to me, saying, 'Go and proclaim in the hearing of Jerusalem, Thus says the Lord, I remember the devotion of your youth, your love as a bride, how you followed me in the wilderness, in a land not sown'" (Jeremiah 2:1-2, Revised Standard Version).

God says He remembers "the devotion of your youth." In this end time, He's talking about when His Elijah, Herbert Armstrong, was on this Earth. God remembers the good times from the past. He remembers the history of those who are part of the bride of Jesus Christ. Yet something terrible has happened in God's Church.

"Hear ye the word of the Lord, O house of Jacob, and all the families of the house of Israel: Thus saith the Lord, What iniquity have your fathers found in me, that they are gone far from me, and have walked after vanity, and are become vain?" (verses 4-5). God brought us out of Egypt—out of this world—we all remember that. But now some of His people have gone far from Him.

"Neither said they, **WHERE IS THE LORD** that brought us up out of the land of Egypt, that led us through the

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wilderness, through a land of deserts and of pits, through a land of drought, and of the shadow of death, through a land that no man passed through, and where no man dwelt?" (verse 6). Where is that God—whose face shines like the sun, who brought us through the wilderness and out of Egypt? He did all those magnificent works! Where is that God?

This is the important question the Laodiceans are failing to ask! If we don't know where this God is—the great God described in Ezekiel 1 and Revelation 1—we are a deceived people!

ATTENTION

The content of Mr. Flurry's personal is the same as the announcements on the tape this week. So please **DO NOT** read any portion of this personal until after announcements.

Where is that God who did all those works through Herbert W. Armstrong—the greatest work that’s ever been done, in terms of human beings reached? Where is that God who performed all those miracles in the past? Where is He today? Did He disappear?

Of course not—He is very active as our High Priest today!

“And I brought you into a plentiful country, to eat the fruit thereof and the goodness thereof; but when ye entered, ye defiled my land, and made mine heritage an abomination. *The priests said not, Where is the Lord?* and they that handle the law knew me not: the pastors also transgressed against me, and the prophets prophesied by Baal, and walked after things that do not profit” (verses 7-8). The priests don’t even ask where God is.

Many who criticize this Work or leave this Church get hung up on little twigs that amount to nothing! They don’t ask the important question: *Where is God?* When people get into a bad attitude, they never ask where God is—they ask only twiggly questions.

Often people from different Laodicean groups will say, *We ought to all get together.* Yes, we should—but WHERE IS GOD? The simple idea that we should all get together is CARNAL at its root! WE NEED TO GET TOGETHER WHERE GOD IS! Where is God?

Where God is, there will be FRUITS—there will be a WORK! That’s what we have. As the PCG celebrates its anniversary, we can marvel at the fact that such a little group of people can have access to well over 300 million people on television each week!

Jeremiah’s scribe Baruch has the answer to how we can always have a happy anniversary.

“The word that Jeremiah the prophet spake unto Baruch the son of Neriah, when he had written these words in a book at the mouth of Jeremiah, in the fourth year of Jehoiakim the son of Josiah king of Judah, saying, Thus saith the Lord, the God of Israel, unto thee, O Baruch; Thou didst say, *Woe is me now!* for the Lord hath added grief to my sorrow; I fainted in my sighing, and I find no rest” (Jeremiah 45:1-3).

Baruch was in a “woe is me” attitude. He was about to faint through sorrow! Sometimes we too can go through trials that afflict us like this was. We have human nature too, so we can relate to this attitude.

Where was Baruch off? Why was nothing going right for him? God had to show him.

“Thus shalt thou say unto him, The Lord saith thus; Behold, that which I have built will I break down, and that which I have planted I will pluck up, even this whole land” (verse 4). This is talking about the message Jeremiah had to deliver. God is speaking about transferring David’s throne to another country, and the whole land of Judah being destroyed—including Britain and America, and the little nation called Israel today!

“And *seekest thou great things for thyself?* SEEK THEM NOT: for, behold, I will bring evil upon all flesh, saith the Lord: but thy life will I give unto thee for a prey in all places whither thou goest” (verse 5).

This is the key to having a successful anniversary! It is *not* seeking great things for ourselves—but SEEKING GREAT THINGS FOR GOD!

We have so many *great things for God* in this Work! Consider the land, the buildings, the open door to reach the world on television and through our publications. It is truly awesome what God is able to do through what we are building here.

This is how we keep happy anniversaries!

We’re not here to talk about the great things WE’VE accomplished, but great things God has accomplished! The great things HE has done!

The fruits of this Work show that we have our minds on the big picture. *That’s where we want to keep them.*

If we have five more years, I believe we’ll do more in those five years than in the 15 we’ve had so far.

Thank you deeply for your support and prayers for this Work.

What an honor to be a part of it! We are such a tiny group of people, and yet God is asking us to deal with the most momentous issues on this planet.

We must never forget what a GREAT HONOR it is to be here and do GREAT THINGS FOR GOD!

With love, in Christ’s service,



CHURCH ADMINISTRATION

POLICIES AND PROCEDURES

Unconverted Mates

It is okay for unconverted mates of Church members to attend services with their mate so long as they are not hostile against the Church. This would not apply if they used to be in a Laodicean group.

Family at Funerals

When performing a funeral, do not allow unconverted family members to intrude into the ceremony and dictate how things should be done. For example, it would be inappropriate for them to insist on giving part of the eulogy, or insisting that Protestant hymns be sung. The minister should run the show. We want to do the funeral

God's way, and sometimes this requires insisting that if they want to change the ceremony, they will have to get someone else to do it.

Psychosomatic illness

If a member is asking for anointing and you suspect the person may be a hypochondriac, you must be very careful. Ask a lot of questions to make sure you understand the nature of their physical condition and ascertain possible causes. Pray about it a lot—you may need to postpone the anointing until you can pray about it. If it does seem to be a psychosomatic problem, pass it over to your regional director. We must all be able to perform each anointing in faith.

EDITORIAL SERVICES

Many people complain that their *Trumpet* is always late, particularly in Canada and other international areas. The reason for this is NOT that *we* are late. The *Trumpet* always gets out right on schedule. But we made an important decision this week that will resolve this problem.

The way the schedule is now, we finish a *Trumpet* issue during the third or fourth week of the month, and it is printed by the beginning of the month it is meant to report on. That is, we will finish the January 2005 issue by the end of this month, and it will be rolling off the presses by the first day or so of January. The trouble is, the magazine can take two, three or even four weeks to make its way through the postal system. Then you have the awkwardness of the January issue arriving mid-to-late January or even the beginning of February.

To solve the problem, this coming year we are going to forgo the usual month break we take in March, during the bi-monthly March-April issue. In 2005, we will produce the February issue in January and the

March-April issue in February, as usual (though we have pushed the schedule up a week to make it "less late"). Then we will produce the May issue in March, and continue from that point forward publishing the *Trumpet* one month ahead of schedule. This way, subscribers should receive the *Trumpet* toward the end of the month *before* the month printed on the cover of the magazine—the May issue in April, and so on.

Apart from our not having a break during the spring holy days this year, nothing else will change for the editorial department, but we believe this will make a big difference in the public image of the *Trumpet*, as it will always arrive "ahead of schedule."

Editorial remains on schedule with all other publications. This week we finished the first lesson of the correspondence course on time to have it shipped out first thing in January. We also wrapped up the Winter 2005 *True Education* just in time to be able to mail it in 2004, honoring our commitment to the post office.

MEDIA SERVICES

THE KEY OF DAVID MONTHLY RESPONSE

We continue to receive record response nearly every week. The *Germany and the Holy Roman Empire* booklet is one of our most requested pieces of literature. It was offered two weeks in a row on TV and brought in close to 3,800 requests.

We received a total of 7,031 calls to the toll-free numbers advertised at the end of the *Key of David* program during the month of November. That is our most responsive month since March 1999 when the program was carried by 85 stations for a total monthly response of 7,954! Today we only broadcast on 19 stations.

Response has not only been up in the United States and Canada, but also in Australia and New Zealand. Website activity for the program (downloading and streaming) has also been on the increase.

NEW MARKETS

Mr. Flurry has directed a concerted effort to place the program on additional markets in the United States and Canada as we enter 2005. We are primarily focused on the top-30 markets that don't have as thorough coverage with WGN and that have openings on affiliated stations later than 8 a.m. History has proven that we get what we pay for. So every effort is made to establish a time slot in the larger markets that can air our program between 8 a.m and noon.

We are working to establish a better roster of local stations throughout Canada. Our primary focus is finding a good time in Ontario where we have historically received the greatest amount of response. There have been times available, but they have been far too expensive. Another obstacle we face is the restriction on U.S.-based religious content permitted to be carried by Canadian stations. But we will continue to press for additional times in the local Canadian markets.

CLOSED CAPTIONING

Carol Adams creates transcripts of the *Key of David* program on a weekly basis. We are working on a system in which she, and perhaps an assistant, will be able to create the transcripts prior to us going to air with the

program. If this is the case, we hope to begin to offer closed captioning for the hearing impaired on all broadcast tapes. We hope to incorporate this benefit to the program by the spring holy days or sooner if possible.

AUSTRALIAN BROADCASTING

We would like to solicit your prayers for resolution to program delivery frustrations we have been facing in Australia. Each week we distribute tapes to two of our station contracts, in addition to feeding the program to Network 10 via satellite. For the past several months, Max Rumler has been fighting problems with delayed shipping of tapes and failure of our satellite provider to transmit programs in the proper sequence. Both Mr. Rumler and I have been working to solve these annoying problems. Please pray that these issues will be quickly resolved.

KEY OF DAVID WEEKLY SCHEDULE

Program Title: "Joel's Day of the Lord"

Airdate: December 12, 2004

Literature Offered: *The Prophet Joel*

Synopsis: The Prophet Joel wrote about the worst time of suffering ever on this Earth. This time just ahead of us is referred to as the Day of the Lord in the Bible. But the good news is that this terrible time ushers in the return of Jesus Christ to this Earth! Christ will save mankind and usher in the Millennium—1,000 years of peace, joy and abundance. This week on *The Key of David*, Gerald Flurry discusses Joel's Day of the Lord.

MAIL PROCESSING

MAIL PROCESSING CENTER

Booklets

We received our shipment of *The Royal Book of Revelation* and *Conspiracy Against Fatherhood* from the printer this week and will now be able to fill back orders. While we still have other back orders for literature currently out of inventory, all efforts are being made to get more literature printed and delivered as quickly as possible.

Outgoing Mail

The mail department shipped 164,168 orders between June and the end of November!

Correspondence Course

As of Nov. 30, 2004, we have 1,718 individuals enrolled in the *Imperial College Bible Correspondence Course* awaiting their first lesson, which will be mailed in January.

CALL CENTER NOVEMBER RECORD

November was a fantastic month for telephone calls. Our operators answered 10,745 calls from our toll-free number. That does not include phone traffic to our normal business line (405-340-7474) which also receives literature requests throughout the week.

Requests for literature made on our toll-free numbers generally ask for at least two books. With more than 10,000 calls, you can better appreciate how quickly we are moving through our inventory of books and booklets.

CALL CENTER SOFTWARE UPGRADE

We are about six weeks away from Siebel's launch of their new call center platform. This week I sat in on a demo of the new product. The new platform is built

on the most state-of-the-art product available today and Siebel has customized it to its needs. God has clearly had His hand in the advancement of this new product and the Siebel company.

The new system is just as easy to use, yet is extremely feature rich. Its architecture is designed to scale to support tens of thousands of agents simultaneously logged in. The current system is not. It will allow us to customize the flow of calls to better serve both English and non-English-speaking callers. The call flow will also allow us to recover many of the abandoned callers. The system can be configured to give the caller the option of typing in the phone number so they can be called back within minutes. Once the ring-in dies down, the system will immediately call the caller back and place them to one of our operators. This will help us recover the 12 to 15 percent of the callers we are currently aware of that abandon their call before reaching an operator.

In addition, the new system will deliver calls to our operators much faster. The current system takes upwards of 10 to 12 seconds to set up the initial call to an operator's home and then to place a new caller out to the in-home operator. The new system will place calls to operators in about one second. This will allow most of our operators to fit in a few more calls each ring-in.

Auto availability is also a new feature. We have quite a few agents who are very skilled and have expressed a desire to take calls in a rapid-fire succession. This feature will have the system force a new caller on the operator as soon as the previous caller hangs up. This will also cut the time between calls and further increase operator productivity.

Another improvement allows agents to log in and take calls without any Internet connection whatsoever. Operators would simply have to call a 1-800 number and log in to the call queue. This will allow us to have those without Internet connections take *Key of David* calls. This is not a feature we would like to have to resort to at this time, because we would not be able to col-

lect the caller's request information in a timely fashion. But as the Work grows we may be forced to utilize this particular feature.

Other new features include the ability for supervisors to record calls, coach an agent who is on a live call and only the agent will hear the supervisor, join a call, snag a call away from an operator, and even log an operator out and snag the call away from them. All of these features will help us maintain better control over our responses and raise our level of "customer" service.

The old system provided real-time statistics during the ring-ins and we found them to be delayed upwards of a minute or more. The new system delivers all the information within three seconds of when it occurs. Total-calls-received information would take up to 15 minutes to be accurate. This system will deliver the data in real time. The new system has even more extensive reports as well.

Clearly Siebel has been blessed by God so that we might be properly equipped to take the upcoming response. We should never forget that the WCG had 5,000 in-home WATS operators and would frequently take 16,000 or more calls a Sunday. As God raises the ruins we can clearly see that He is thinking VERY BIG. How many operators will we need? We don't know, but we do know that though we have been training and adding new agents every single week we still cannot seem to put a dent in the 12 to 15 percent of calls that are abandoning.

We expect to train another five operators this Sunday and have 21 more who are not quite ready. Once everybody is working we should have about 145 operators, or about 70 to 80 working each Sunday. I believe this still will not be enough, so in January we expect to make another announcement for the next wave of volunteers. Please pray that more of God's people in North America will be willing to give up two Sundays a month to enjoy the excitement of those who are hearing this wonderful message of hope.

BUSINESS OFFICE

MILEAGE REIMBURSEMENT IN THE U.S.

The IRS has increased the amount of mileage reimbursement to \$.405 per mile—up from \$.375 per mile, effective Jan. 1, 2005. If you have miles to report for re-

imbursement that were driven prior to Jan. 1, 2005, we ask that you turn them in on a standard expense report prior to Dec. 29, 2004, to be properly reimbursed.

Philadelphia Church of God (USA) Cumulative Contribution Income

