

July 2010

Good Morning,

I was downtown, innocently minding my own business, when *The Wall Street Journal* newspaper rack whispered, "Psst, Ron, over here." As I walked toward the bright red metal stand a headline winked its allure: *Religious Words in Business.*

I was intrigued, but not enough to surrender a fistful of coins. "C'mon Ron," the coin slot seemed to say, "you know you're dying to see what *The Journal* says about your world."

My will was weakening. The more I stared at the headline the more powerless I became. My curiosity was red-lining. Suddenly, my hand involuntarily slid into my pocket hunting for loose change. And, in one fluid motion, quarters were dropped into the coin slot, the door swung open and I claimed the top copy.

I'm glad I did.

The sub-title was even more enticing: *Religious Words—the key to success and intimidation.*

The article promised that if properly used, biblical words can influence and control others. And then it proceeded to give several examples, such as:

- Using the name of **God** peppers a speech with authority. It serves as a "closer and final word in the throes of debate. It's the lion's roar in the impressionable jungle."
- The word **Angels**—or Angelic—imparts a sense of safety, freedom and good will, as do the words **heaven, paradise, prayer** and **blessings.**
- Satan, demonic,** and **hell,** not surprisingly, generate the reverse effect.
- Revelation** may be used to announce new technology. "iPod's apps are a revelation!"
- Bible** helps to identify a definitive

document, such as an employee hand book.

- An **Exodus** company is one born through a hostile spin-off.
- The phrase **cross to bear** is effective in demanding job completion.
- Solomonian** is synonymous for wise decision making.
- To be **Adamical** is to be entrepreneurial.
- To be **Noahian** is to be task oriented.

However, *The Wall Street Journal* drew the line at one biblical word. The paper strongly cautioned against its use in any business situation. The word is **Jesus.** Apparently, it's the corporate counterpart to fingernails on a chalkboard, a fog horn in the concert hall. "For whatever reason," *The Journal* argued, "using Jesus' name excites some and angers others." The writer concluded, "There's something about that name."

Indeed there is. No doubt, far more than *The Wall Street Journal* realizes.

The name of Jesus is unlike any other. It's the name that's above every name, the only name under heaven by which we must be saved. It's at this name that every knee shall bow and every tongue confess. And it's the name that you and I are privileged to proclaim.

What a name it is!

At this name angels worship, devils shudder, kings bow, armies march, heathen run, saints adore, and creation exists. And mankind's final judgment will be determined on the employment of this name.

Jesus, the name that charms our fears, that bids our sorrows cease, 'Tis music in the sinners' ears 'tis life and health and peace.

The birth of this name lit the heavens. We saw God in this name, it even silenced sin. As the skin-splitting spikes were driven into this name, our staggering debt was paid in full. And at the gravesite of this name, God's greatest power was exposed.

He breaks the power of canceled sin; He sets the prisoner free,

His blood can make the foulest clean, His blood availed for me.

At His return, the name of this Lamb-turned-Lion will be no less impressive. KING OF KINGS AND LORD OF LORDS will be emblazoned upon His battle fatigues as the righteous King reclaims His throne. And, His precious name will reign forever.

My gracious Master and my God assist me to proclaim, To spread through all the earth abroad the honors of thy name.

Yeah, *The Journal* was right; there really is something about that name!

Blessings,

Ron Walters
Vice President Church Relations

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