

■ MINISTER

Orpheus Heyward 770-969-1618

■ MINISTER EMERITUS

Wesley R. Brown, Sr.

■ ELDERS

Clark V. Brown 770-222-9550

William H. Johnson 404-344-1010

I. David Logan 404-755-1016

Gregory Scruggs 404-244-7961

Floyd Williams, Jr. 404-633-3511

Robert Wilson, III 404-766-0774

■ DEACONS

David M. Bishop 770-306-7462

J. Edward Gaines 770-981-4635

Fred Hall 404-219-7688

Albert Hines 678-643-9321

Spencer Iverson 770-923-0067

Adam McGill 770-774-9916

Johnny Ross 404-288-2790

Reginald Rowell 770-498-1180

Robert Wilburn 770-808-6093

Pre-Worship

Song

Visitor Salute

Announcements

Order of Worship

Opening Prayer

Songs

Scripture Reading

Main Prayer

Song

Sermon

Invitation

Song

Collection

Communion

Song

Closing Prayer

**West End Black History Program
February 22**

“Black History: Past, Present, and Future”

West End's Youth in Action (YIA) ministry will be hosting a Black History program on Sunday, February 22 at 4 p.m. The theme is, “Black History: Past, Present, and Future”. It will feature a new skit by our drama team, spoken-word poetry, a fashion show, and more. Our February Star Students will also be recognized. See youth coordinators, Jabari Sykes, Brittany Houston, Anitra Patrick or Natasha Hartry with any questions.

Note: Speakers may change without notice.

8:00 a.m. O. Heyward

10:45 a.m. O. Heyward

6:00 p.m. O. Heyward

■ Regular Sunday Schedule

8:00 a.m. Early morning worship

9:45 a.m. Bible classes for all ages

10:45 a.m. Mid-morning worship

6:00 p.m. Evening worship

■ Regular Wednesday

10:00 a.m. Adult Bible class

7:30 p.m. Bible classes for all ages

Online Ordering of
Sermon CD's Available

Order audio sermon recordings using the computer terminal in the foyer. Ordering is quick and easy. Ask anyone to help you fill out the form if necessary.

CONTRIBUTION &
ATTENDANCE GOALS

CONTRIBUTIONS:
Last Week: Goal - \$
Actual - \$

BIBLE SCHOOL ATTENDANCE:
Last Week: Goal -
Actual -

WORSHIP SERVICE ATTENDANCE:
Last Week:
8:30 am - Goal -
Actual -
10:45 am - Goal -
Actual -

Brand Conditioning

A marketing professor at the University of Illinois recently conducted an interesting experiment. He asked students to make a side-by-side taste comparison of two soft drinks — Coca-Cola, the world's leading brand, and Sam's Choice Cola, the inexpensive house brand sold at Wal-Mart stores. Each student was asked to taste both colas and indicate which tasted better.

The majority of participants stated that the Coke tasted better to them than the generic Sam's Choice. Imagine the students' shock when the professor revealed that the soda labeled "Coca-Cola" was, in fact, Sam's Choice, poured from the same bottle as the alternative selection! Even though the two drinks given each taster were identical, most imagined that the sample labeled as Coke tasted superior to the product bearing the Wal-Mart brand.

Why would this happen? Call it "brand conditioning." The Coca-Cola Company has invested billions of dollars in advertising over the past 117 years convincing the world that Coke is "the real thing," as the commercials used to say. People have learned to associate the name Coca-Cola with quality soft drinks. It stands to reason that Coke must taste better than any other soda — would the Coca-Cola people lie to you? Therefore, given the choice between two colas, one with a Coke label and one from Wal-Mart, one expects the Coke sample to taste better...even if it doesn't really taste any different than the Wal-Mart brand.

Brand conditioning is one reason we, as New Testament Christians, have a challenge in convincing people to embrace simple, unadorned, Bible-based Christianity. We have no brand name to sell. We are the "generic" faith, the "house brand" of religion. If someone asks you about your faith, and you reply, "I'm a Christian," their next question will often be, "Yes, but what kind?"

The denominational churches have long conditioned people to think of religion in terms of brand names. Being "just a Christian" is like being "just a cola" — if you have no trademark name on your label, your faith can't possibly be as good as one of the popular brands.

The existence of brands, however, necessitates differentiation. There's no value in the Coca-Cola name if every other soda tastes exactly like Coke. In religion, differentiation leads to conflicting creeds — each church needs its own document (or set of documents) to explain why it is different (and, by implication, better) than other churches. So Roman Catholicism must have its catechism, Methodism its Discipline, the Baptist church its Manual. Here again, we have no such unique document. We have the Bible, and nothing else, to define our faith. We are, in the eyes of our religious neighbors, "generic," "no name," "off-brand."

But so it was, in the beginning. Read the entire book of Acts, and you will find neither brand nor denomination of church. Read the apostolic letters, and you will not find Paul writing to one kind of church, Peter writing to another variety, and John to yet another. The first disciples "continued steadfastly in the apostles' doctrine" (Acts 2:42), and were commanded to "speak the same thing," have "no divisions" among them, and "be perfectly joined together in the same mind and in the same judgment" (1 Corinthians 1:10). They practiced no "brand" of faith, only "the faith which was once for all delivered to the saints" (Jude 3). The world can keep its labels and creeds. We'll remain content to wear no brand but Christ's (Acts 4:12). -- copied

PRAYER LIST

If you have a desire for prayer, or know someone who does, please forward your request to dhmor30331@yahoo.com, or call Doris Morgan at 404-346-1372. You can also contact Esther Brown at 404-696-3941, Angela Dillard (midnite626@yahoo.com), Nettie Fanning at 404-696-9104, or Tonya Sykes at 678-469-9105 (tmsykes2003@yahoo.com). In order to avoid duplication, names that are currently listed on the Sick and Shut-In list will not be added to the Prayer List.

Robin Knox	Bernard King & Family	Felicia Waterman	Darrel Crawford
Clark Brown	Virginia Stewart	& Family	Andrew Anderson
Ruby Moore & Family	& Family	Betty Spurlock & Family	
Lee Runnels	Lazelle Jones, Jr.	Lewis Logan, III	

WEST END ACTIVITIES & INFO

West End has implemented an **online events calendar** where West Enders can see upcoming events including dates, times, and location. Before scheduling an event, check this calendar first to avoid conflicts. To have an event added to the calendar, email Gayron Johnson at gjohnson@thewestender.com or call her at 404-753-6271 between 10 a.m. and 2 p.m. To view the calendar, click the calendar image on the home page of West End's web site.

The **Children's Bible Hour** program is in need of volunteers to work with this ministry. Please see Shona Nixon to sign up and volunteer, or call her at 404-219-4893.

The **Golden Voices** will rehearse on Sunday, February 22 approximately one hour after the 10:45 a.m. worship service. Those interested in becoming part of the group are welcomed to attend.

The **Senior Citizens Committee** is planning an exciting trip to the **High Museum** on Saturday, March 7. We would love all senior citizens enjoy the exhibitions at the museum and fellowship with one another. If you are interested, sign the list in the foyer and pick up a flyer. The deadline to sign-up is February 22. Direct questions to Debbie Sledge (770-498-6251).

West End's Biggest Loser

Sign up is open for the West End Weight Loss Challenge. "In March, the zones will begin a "Biggest Loser" style competition. Sign up sheets are in the foyer and available through your zone leaders. See your zone leaders for more details.

There is a **Job Fair** for the general public on March 3 from 10 a.m. to 2 p.m. at the Fox Theatre in Atlanta. Visit Alanta.EmploymentGuide.com for details.

Spanish Class New Day and Time - Tuesdays from 7-8 p.m. Anyone needing tutoring in Spanish should contact Elsa Earlington at 404-761-5995 or speakinginatongue@yahoo.com.

The **Kidney Early Evaluation Program (KEEP)** is a free health screening offered by the National Kidney Foundation for individuals at risk for kidney disease. Get screened if you are 18 years or older and have diabetes, high blood pressure or, relative with these conditions. Screenings will be held on 2/21 from 9 a.m. to 1 p.m. at 1202 W. Marietta St., Atlanta, GA 30318. Visit the table in the foyer for details.

Fine-tune your Bible skills by attending West End's one-hour weekly seminar "**How to Study the Bible**". It is held EVERY TUESDAY from 7-8 p.m., and is specifically designed to improve your Bible knowledge through hands on, instructor-led, proven techniques. Orpheus Heyward conducts the class.

Baptismal Certificates – If you were recently baptized and have not received your baptismal certificate, please see or contact Sony Heyward.

YOUTH AND SINGLES

Youth Chorus & Drama Teams Rehearse Today – The West End Drama Team will practice today following 10:45 worship service. The practice will be held in the main building auditorium until 3:15 p.m. *All drama team members are required to have \$6 each for lunch* that will be provided. The Youth Chorus will practice today from 3:15 to 5:30 p.m. in the main building auditorium. See Carmen Williams, Brittany Houston, La Tanya Harris or David Bishop with any questions.

February Star Students – Congratulations to the following West End Star Students: **Devin Daniels, Dejae Daniels, DaJaun Mathis, Larisa Bishop, Erin Langford, Lauren Langford, Victoria Glover, Stasha Martin, Alkita Jackson, Raven Bates, Lauren Rausaw, Gordon Glover, and Gabrielle Glover.** These individuals will be recognized as part of our Black History Program festivities on February 22.

Congratulations to young **Khaliya Ross**, granddaughter of Johnny and Peggy Ross, for being recognized as and Elementary Board Scholar by the DeKalb County School System. She will be honored on February 24 at Miller Grove High School.

AREA EVENTS

Attend the **Ladies Day of Edification** on February 21 at the Locust Grove CofC, 240 Beersheba Church Rd., Locust Grove, GA. The guest speaker is West End's own Joyce Hall. The theme is, The Titus "2" Woman. The event starts with breakfast from 8 to 8:45 a.m. The program is from 9 a.m. to 12 noon. For additional information call 770-957-6999 or 678-994-4668.

Attention Parents & Guardians of Children Who Attend West End's Bible Classes

On Wednesdays and Sundays, the coordinators and leaders of the educational programs need your help. If you have children in preschool through 7th grade, we ask that you escort them to and from bible classes. This request is made to ensure the ultimate safety of our children while also keeping the hallways/entry ways free of noise (i.e. from running children) or other idle activity. Each bible class student in this category should be picked up by either the parent or other authorized adult (age 18 or over). Please assist us in this endeavor as we strive to create the most secure and conducive biblical learning environment for all classes here at West End.

Got Baptized or Placed Membership from Another Church of Christ?

All individuals and families placing membership with West End from another Church of Christ, or those that have been baptized here should attend our New Converts class with Orpheus Heyward or the our Orientation Class respectively. Those placing membership are strongly urged to attend the Orientation class led by members of West End's leadership. Contact elder, I. David Logan (404-755-1016) with any questions about the Orientation Class. Both classes are held in the red brick house located adjacent to the main building during regular Bible School class times. Those placing membership will be advised of the classes available for them and their families. Contact minister Orpheus Heyward (678-592-3397) or any elder or deacon with any questions.

Baptism

2/1 – Matthew D. Marley
(Riverdale)

Training & Development Committee Meeting Today

The Training & Development Committee will meet today at 4:30 p.m. in the Annex building. Members interested in working with the committee are encouraged to attend. For more info, contact Reggie Rowell (770-498-1180) or Michael Wells (404-277-3430).

ZONE MEETINGS

Zone 4/5 will meet this Saturday for its meeting and bible study at the home of Johnny & Gwen Williams, 5860 Bearing Way, College Park 30349. The meeting is from 12 noon to 2 p.m.

Zone 6-7 (now combined) will meet at the home of Sheryl Holland, 4281 Rosewood Grove, Decatur, GA 30034 on Saturday, February 14, from 10 a.m.-12 noon. For food preparations and directions, contact Sheryl (770-593-8269) or zone leader Percy Bagby (678-658-6953.) Please pick up a flyer in the foyer for further details.

SICK & SHUT-IN

To be included or to have someone included or removed from this listing please contact Gayron Johnson at the church office.

The mother-in-law of former West Ender **Belinda Harrison** is very ill. Contact Belinda and Kenneth at 863-868-5003. **Sandra Davis**, daughter of Kate Hendrix – Dekalb Medical Center (North Decatur Campus) 404-501-6590. **Ossie Porter** (mother of Bill Moore) – A.G. Rhodes Homes, 350 Boulevard, SE., A Wing, Room 102, Atl., GA 30312. **John White** – Reliable Health and Rehabilitation, 3301 Lakewood Ave., Room 115, Atl., GA 30310; 404-406-7427. **Jessie Davis** – Buckhead Health & Rehabilitation, 54 Peachtree Park Dr., NE, Room 407, Atl., GA 30309. **Joyce Mapp** – 3371 Hyland Dr., Decatur, GA 30032. **Cressie Lawson** – 450 Fairburn Rd, SW, #14, Atl., GA 30331. 404-696-2548. **Annie Glaze** – A.G. Rhodes Home at Wesley Woods, Room 421, 1819 Clifton Rd., NE, Atl., GA 30329. **Barbara Edgerton** – 2469 Baywood Dr., S, Atl., GA 30315; 404-438-6659. **Tallulah Latham** – 320 Fairburn Rd., Apt. H-6, Atl., GA 30331. 404-505-1581. **Willie Mae Marrow** – 3060 Continental Colony Pkwy., Apt. 502, Atl., GA 30330. 404-344-9990. **Elizabeth Perkins** – 2748 Donald Lee Hollowell Pkwy., Apt. 121, Atl., GA 30318. 404-792-9115. **Elnora Bethel** – 3700 Potomac Dr., East Point, GA 30344. **Daneka Vickers**, daughter of Mack and Sandra Freeman. **Annie McArthur** – 751 Fairburn Rd., SW #2212, Atl., GA, 30331. 404-699-2939. **Anreneka Johnson**.