



Ambassador

We Connect. Ministry and Media.

AUGUST
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UPDATE



Photo credit: Kenzie Chasteen
Summer vacation with Ken & Joni Tada (Page 8)

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DID YOU KNOW



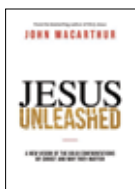
Twenty years after reaching out to help those impacted by the events of 9/11, and about 18 months after closing down due to the pandemic and unrest in NYC, **Times Square Church** with Carter Conlon serving as General Overseer, will re-open for worship and ministry on September 12. Praises be!



Thinking about how your teens can **Thrive with Purpose** this summer? Some suggestions from the Thrivent

website: Declutter and donate; Clean your local park; Fundraise for causes you care about; Become a virtual tutor. (Hmm, not bad advice for older than teenaged!)

Jesus Unleashed is the newest volume from **John MacArthur**. Subtitled *A New Vision of the Bold Confrontations of Christ and Why They Matter*, the book is intended to help believers defend the biblical truth of Christian faith in a culture that opposes it.



Is it a sin to get tattoos? Does God promise miracles for donations? What does the Bible say about eating disorders? What does the Bible say about astrology? That's what listeners are asking—and **Adriel Sanchez** is answering—on every day's LIVE *Core Christianity* broadcast!

A WORD FROM JIM SANDERS

"Most of you are bowlers; very few of you are golfers."

I'll never forget that statement made by my business school professor. As we settled into our seats on the first day of class, he strolled to the lectern. The sentence above were his first words. We were in rapt attention, anxious for him to divine the meaning.

He clarified that bowlers play their sport on a well-defined, very limited and rigidly-same field. A bowling alley in Peoria is exactly the same as one in Tallahassee: 42 inches wide by 60 feet long.

But golf is another story. Every course is different in every way: length, width, difficulty, water hazards, sand traps and out-of-bounds lines. Every stroke requires a plan for what you want to do with a Titleist Pro-V1. And as soon as you hit the first ball, then you need to re-calibrate for the next shot based on the outcome of the last. Each swing is like starting from scratch, choosing the angle, height, distance, club choice and new target line. It's unrelenting until you hole out on the 18th.

One golf-lover, Dwight D. Eisenhower, said "In preparation for battle, I have always found that plans are useless but planning is indispensable." I like that.

I think what he meant was that it's a good idea to know where you're going, but it's much more important to be prepared for anything along the way. If I may push the metaphor, you need to be confident that you can hit every club in the bag in a wide variety of conditions: uphill, side-lie, thick rough, middle of the fairway or in a bunker both greenside and 150 yards out from the flag.

What's true for a military confrontation and for golf really is a *truism of life*. I can tell you, through decades of engineering projects, it's especially true when you wade into technical waters. I've been engaged in hundreds of tasks which start with a straightforward technical plan, but require adjustment along the way. **For Amb-OS, creating a new piece of bundled hardware and software (the AMR-200) has been a change-filled project.**

When we started work on the second generation Amb-OS receiver, we had a plan going in. But then this little truism reared its ugly head, requiring our making adjustments. **The good news for Amb-OS is that our superb team had engaged in thorough planning discussions.** That's what saved our bacon. Preparation.

Years ago, my friend and mentor at Biola University, Dr. Clyde Cook, was encouraging me to take the time in college to get prepared. He said that, "Any time honing the tools you'll use in the years to come are worthwhile." Couldn't agree more.

So as we head down the homestretch of testing our AMR-200 (there are about 20 units in the testing phase right now), the adjustments we need to make are becoming fewer and fewer. And the magnitude of those modifications are smaller and smaller changes.

So as to our major Amb-OS project? Well, I'd say we're safely, on the green. We've pulled out our putter in anticipation of making par or better. And in the end, I think this project will be another win for the ministries and stations we serve!



*A New Chapter
for Mercy Ships ...*

**READY
TO SAIL**



... completion of the *Global Mercy*!

After eight years working on a new purpose-built hospital ship, the ministry has taken delivery on the *Global Mercy*, doubling its capacity to serve the world's most impoverished with medical and spiritual help.

From its building in China, the ship will be in Antwerp for further outfitting before it sails to Senegal for its first tour of service, anticipated to transpire in 2022.

The fully-funded 12-deck ship includes six operating theaters, hospital beds for 200 patients, a full laboratory, and training areas. All of that is supported by a crew who provide the full spectrum of assignments that such an enterprise requires—medically-trained staff as well as teachers, cooks, housekeeping, IT and all other aspects of endeavor.

*We need
your help!*

More than 640 medical, maritime and programmatic crew will be needed to support the work of the *Global Mercy* when it begins service. Would you consider making this need known to your audience? For PSAs or interview opportunities, please contact Laura Rebouche (Laura.Rebouche@MercyShips.org) for resources.

NRB 2021 PHOTOS



A



B



C



D



E



F

SEEN @ NRB

A) We have more photos of you in our NRB 2021 photo album at facebook.com/ambassadorsteam.

B) Contact any of these “disguised” women for your very own AAA mask.

C) Next year we’ll bring back white chocolate peanut clusters. In the meantime, *jelly beans* for Dave Santrella (Salem Media).

D) Twinning—because Mike Shelley reads our weekly A-List email and wins vintage AAA gear.

E) Charles Morris asks “what’s next” of *The Chosen* creator Dallas Jenkins for “Haven Today.”

F) *Ignite* with Barry Meguiar—one of many proud NRB sponsors!

G) John Sorensen’s passion for reaching the lost is infectious—on display at the NRB Board Meeting.



G



GREAT GROUPS

We're all about "naming names" — especially when it comes to who we identify as faithful partners in ministry! So here they are . . .

H) Jim Schneider (VCY America), Charley & Janet Mefferd

I) Chris Gould (Salem Media), Jay Flowers (Grace to You), Allen Power (Salem Media)

J) Jim & Rosemary Garlow, Jennifer Perez

K) Dolly Martin (KHCB), Jennifer Perez, Michelle Hill (Revive Our Hearts), Andrew Nix (KHCB), Bryan VanHaitsma (Revive Our Hearts), Thomas Suffield (KHCB), Bruce & Lynn Munsterman (KHCB)

L) Sam Rinearson & Eben Fowler (Bott Radio Network), John Fuller (Focus on the Family), Rich & Faye Bott (Bott Radio Network)

M) Scott Beigle (WFRF), Randall Wood & Jeff Givens (Evangelism Explosion), Scott Krus (Moody Radio), Charley Mefferd, Roger Lonquist (Your Network of Praise), Dave Young (Blount Communications), John Sorensen & Scot Love (Evangelism Explosion)

N) Nev Larson (WDCX), David Cotnoir (Grace to You Canada), Steve Ostini (Grace to You), Brett & Kim Larson (WDCX), and from Grace to You: Phil Johnson, Darrell Harrison, Bill Fickett, Jay & Stephanie Flowers

**NRB 2021
PHOTOS**



Lisa Campos (Salem Media) & Jennifer Perez

AND THEY CAME TWO BY TWO...



Roxie Koon (KPOF) & Rebecca Richardson



Brian Krause (Focus on the Family) & Jim Stanley (American Family Radio)



Rob Kirkpatrick (Focus on the Family) & Doug Doran (New Life Radio)



Jay & Stephanie Flowers (Grace to You)



Richard Blackaby & Ron Hutchcraft



Kari Medina & Charlie Kirk



Rick Whitmer (Ron Hutchcraft Ministries) & Carter Dreblow (Faith Radio Network)



Beth Schafer (KSPD/KBXL) & Jennifer Perez



Charles Morris & Ron Hutchcraft



Kari Medina & Dr. Gary Brandenburg (Mercy Ships)



AND THE AWARD GOES TO...

Charles Morris—who was recognized at this year's NRB with the William Ward Ayer Award for Distinguished Service. Presented by Chairman Ron Harris and Radio Committee Chair Brett Larson, the award recognizes excellence and integrity for outstanding contributions to the field of Christian communications. Every day, Charles is heard on *Haven Today*, and the short feature *Haven Now*. He currently also delivers the daily audio devotional, *Anchor*. *Congratulations, Charles!*

RAISE YOUR HAND IF...



... you believe there's actually something interesting up "there," or if these Focus on the Family station partners are just obediently following the photographer's direction!



... you can guess how heavy Focus on the Family's Ministry Impact Award (as given by KCBI) is. (Let's just say Rebecca Richardson was eager to hurry to take this shot!)



... your station also has its own baseball cap (this one from WAVA looks pretty good on the Grace to You team, don't you think?).



... you can guess what non-obscure fact these four have in common: Mark Durkin (KFIA), Terry Fahy (KKLA), Lance Emma (KWVE), Katie Burke.



... you know what upcoming August event has the teams from KVNE & Focus on the Family so excited. (And bonus points if you give the # of raised hands)



... you can guess the sum total of NRBs represented by Doug Hastings (Moody Radio), Rebecca Richardson (AAA), Carl Miller (Salem Media).

SUMMER FUN



Colorado Connection

OUR MAN in Colorado recently was Jim Sanders, enjoying fellowship with good friends at Focus on the Family, at KGFT and at Jim's favorite "off site meeting" place!



Above: With Brian Krause (Manager, Media Syndication and Marketing) at Focus HQ—if you haven't been yet, make it part of your summer plans ... and then interrupting John Fuller from a recording session (but not for long!), co-hosting every day's edition with Jim Daly.



Above: That's Mike Daly, Chuck Bolte, Jim and Jim Daly conducting an important "meeting" on the greens; a serendipitous connection with longtime friend John Scaggs; enjoying a visit with new Colorado resident Chris Gould (Salem) at station facilities in the Springs.

OH THE PLACES HE'LL GO! →





Out and About



A) Our Lee Ann Jackson enjoys visiting the KLOVE booth at her home church's VBS closing event. **B)** On summer vacation, Charley & Janet Mefferd stopped in to greet Ricky & Diana Pfeil (KJRT). **C)** Tom Steigleman (KATB-Anchorage), those masks are now antiques, you know!* **D)** Jeff Scott (WBGL) enjoying CMB (Orlando)—"It was so life giving to see people you know and love!" **E)** Thank you, Bill & Debbie Blount, for raising daughter, Shayne, to appreciate good reading! **F)** Luncheon fellowship (including hymn singing) with the Joni & Friends team at Al & Margaret Sanders' home. **G)** An Idaho vacation destination afforded our Katie Burke visiting Beth Schafer & David Schafer (Boise). **H)** From a Revive Our Hearts listener, this group of teens gathered for a 5-week study. *Still wearing a mask? Just ask us for one to add to your collection!



We love photos with *Update* but **KEN TADA** kinda takes the cake on this. At our urging, he's carried a copy on grocery shopping trips as well as vacation time with Joni in June Lake (where Ken proposed!). Who needs "Where's Waldo" when Mr. Tada is at work!

PLEASE NOTE

Things to look forward to!

1

SeeLife 2021 in Dallas

DESTINATION: American Airlines Center, Dallas TX

DATE: Saturday, August 28

DETAILS: Focus on the Family presents SeeLife 2021 — a family-friendly live experience. This inspiring evening will feature a free concert by Matthew West and special guest speakers with amazing pro-life stories. Can't make it in-person? Watch the live simulcast remotely on any of Focus on the Family's social media platforms.

Catch-up on the SeeLife 2021 Digital Experience episodes at FocusOnTheFamily.com/SeeLife.



2

Love Like You Mean It Cruise

DESTINATION: Beautiful Caribbean Sea and Islands

DATE: February 6-13, 2022

DETAILS: It's a getaway for married couples looking for relaxation, renewal, romance and life-long memories — truly an experience like no other. With a speaker team including Dave & Ann Wilson, Juli Slattery, David & Meg Robbins, Ron Deal and more, guests will also be hearing from musicians like Britt Nicole, Acoustic Truth and many others. Encouragement, laughter, insights from God's Word — what could be better!

Check the LoveLikeYouMeanItCruise.com website for full details!



3

“

In everything you do today, may your spirit be one of eager expectation and patient trust. Eagerly expect your Father to return any minute, but patiently trust him to do what is right.

”

—Max Lucado

Summer abounds with “fruitful” delights—here’s one that you won’t want to miss testing in your home kitchen. (Better yet, bake it and share with fellow staff members to make an ordinary day a very special one!) If you’d like a copy of our cookbook which overflows with delicious recipes, just send a note to peg@ambaa.com. A copy of The Ambassador Family Cookbook will be on its way to you!

FROM OUR KITCHEN



Meet the Chef

Following graduation from Abilene Christian University (where he sold books door-to-door to meet college expenses), **Max Lucado** moved to Miami to serve in a local church—where he began writing about Jesus for the first time for the church’s monthly newsletter. The stint in Florida was especially significant as it’s where Max met Denalyn—this month they mark their 40th wedding anniversary. Since 1988, Max has served in pastoral leadership at Oak Hills Church (San Antonio). And along the way, his messages have become not only highly popular books but also the fodder for a widely-placed short feature called *UpWords* (which they certainly are!).

SIGN-OFF

Strawberry Jello Cake

MAX & DENALYN LUCADO



Cake:

- 1 white cake mix
- 1 package strawberry Jello
- ½ package frozen strawberries
- 1 cup Crisco oil
- 3 tablespoons flour
- ½ cup water
- 4 large eggs

Icing:

- 1 box powdered sugar
- 1 stick margarine, melted
- ½ package frozen strawberries

Max says: “Strawberry cake was the birthday treat of choice for the Lucado family. I’m unsure how the tradition began, but I’m certainly glad it did.”

Denalyn says: “I remember Max’s first birthday after we married. We were with his parents in Andrews, TX. Thelma (Max’s mom) had made a two layer strawberry cake. It was impressive and delicious! So I decided that would be the Lucado birthday cake and it has been for all these years. Thirty nine to be exact. It’s fun to have a tradition and knowing it came from a place of love makes it even better!”

For the cake: Mix ingredients in order given and bake in greased and floured bundt pan or 9x13 pan for 30-40 minutes at 350°. Cool before icing.

For the icing: Mix together sugar and margarine; drain thawed berries, adding strawberries first then adding liquid gradually to ensure proper consistency; ice cake.





Ambassador

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#AmbassadorLife

Looking ahead!

It's a mix & match of virtual and in-person events coming up ... so take your pick. Wait — is that a *cruise* we see on the horizon? Count us in!



August 28: Utilizing technology, **Evangelism Explosion** hosts a multi-city Equip America event with local station partners in Manteca CA, Willmar MN, Aztec NM and Woodbridge VA. *For more details on the project, check the Equip America site!*



August 20: Thanks to Mr. Tesla & friends for what we celebrate today: **#NationalRadioDay!** How grateful we are for the extraordinary Kingdom impact that's been made possible by Christian-formatted radio stations!



August 28: **Focus on the Family** presents **SeeLife 2021** in Dallas TX with special guests Matthew West, Nick Vujicic, and more everyday life heroes. *Check page 10 for further information!*



September 17-18: At the **SaveOne Love Life Summit** (Nashville TN), Life Issues President and daily commentator, **Brad Mattes**, joins a line-up of speakers in advocacy of the pro-life message.



October 21: **WTLR** (State College PA) hosts its annual **Ezekiel Forum** gathering (which is designed to help develop a stronger Christian worldview for attendees), featuring this year's speaker **Ron Hutchcraft**.



October 16-29: Ready to return to Israel? Join the Well Versed "Covenant Land and Sea Bible Pilgrimage" with hosts **Dr. Jim Garlow** and Rosemary Schindler Garlow for a trip with tour leaders who know Israel well!



January 23 (2022): In conjunction with Sanctity of Life Sunday, **Life Issues** will have a unique special celebrating church and community efforts to preserve life. (Have an activity to include? Let us know now!)

What about you?

What's a date you're most looking forward to on *your* calendar? Tell us & we'll celebrate with you: peg@ambaa.com.