



# Ambassador

We Connect. Ministry and Media.

JULY  
2023  
UPDATE



*One nation*  
**UNDER GOD**  
*• indivisible •*  
**WITH LIBERTY**  
*AND JUSTICE FOR ALL*

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## DID YOU KNOW?



While it may be the best ☺, NRB is not the only event drawing NRB members to attend. **Brad Mattes** recently met former U.S. Secretary of State Mike Pompeo at such a gathering.



Some time ago we offered to send a very special wooden jigsaw puzzle of **Joni Eareckson Tada's** Christmas artwork to a first responder. **Doug Doran** (WMVV) brought proof to NRB that it wasn't too hard for the family to finish! Love that!



Long ago we met **Glenn Price** when he led communications at **Mercy Ships** and Ambassador was privileged to launch "The Mercy Minute" with Don Stephens. Now with YWAM, we love staying in touch with friends who continue in Kingdom work.

## FROM AMB-OS

### *Always Giving Thanks*

Steve Reinke has been a vital part of the development of Amb-OS and the Christian Radio Consortium (CRC) since they were both just an idea on a whiteboard. He's led the Focus Satellite Network team for nearly 30 years, since just after joining the ministry.



He came to Christ as a 10-year-old child in South Dakota, being raised by a newly singled mother. He attended one of Child Evangelism Fellowship's Good News Clubs and it was there he heard and responded to the gospel. His spiritual growth eventually led him to attend Grace Bible Institute (GBI), earning his Bachelor's there, and later an MDiv from Knox Theological Seminary. GBI is where Steve met his wife, Betty. In fact, they married and graduated on the same day! Then, just a year later, their son Michael was born.

KGBI-FM was the first radio job Steve held, performing both announcing and engineering support. The Lord led Steve and Betty to Colorado Springs where he taught repair and electronics. Then, an opportunity at Focus on the Family opened in 1996 which suited perfectly his knowledge and abilities combining radio and technical support. That started his lengthy career at Focus.



The Reinkes are deeply committed to their church and ministry in Mexico. They've made more than 22 trips, logging more than 55,000 miles and building 40 houses, 1 school and 3 churches. The objective has been to instill a heart for missions in teenagers at the church along with building homes for the needy. Additionally, both at church and in seminary, Steve has been teaching Bible for about 35 years.

Life's path took a turn for the Reinkes when in 2016, their son Michael passed away suddenly, leaving his wife Molly and two young children, Elsie (10) and Adelaide (8). Steve and Betty adore their young granddaughters, remaining actively involved in their lives.



Today, Steve faces his greatest battle yet having been diagnosed with Anaplastic Thyroid Cancer, a rare and aggressive form of the disease. ATC is especially pernicious with a very low survival rate. His cancer has spread to his bones, liver and lungs. But the Lord has provided some wonderful medical workers and is undergoing a special, targeted chemotherapy.

So pray for Steve. Fervently. Persistently. Add him to your prayer list. He's been a faithful servant of the Lord and a vital leader in the Christian broadcast community, for which we are deeply thankful.

If you'd like to send Steve a note of encouragement or support in prayer, send it to: [Stevea@thereinkehouse.com](mailto:Stevea@thereinkehouse.com)

Steve's prayer is that this disease "Gives me the opportunity to declare God's truth, His light, His love, and His glory. Ephesians 5:20 says, 'Always giving thanks for all things.' I want to be glorifying to God because of me, and not in spite of me."



# "OH, WHAT FELLOWSHIP!"

As anticipated, this year's NRB gathering underscored again the value of face to face time with ministry partners. We hope our NRB "Photo Album" illustrates the delight of fellowship in the midst of sharing, learning and celebrating. "A good time was had by all"—truly!

PICTURE  
THIS!



**A:** Larry Hauer of Cru ("Making Your Life Count") with AAA's Rebecca Richardson. Grateful that NRB honored posthumously **Steve Douglass** with the Hall of Fame Award.

**B:** Ron Hutchcraft ("A Word with You") is flanked by Jim Sanders and Ken Manri (WJPG).

**C:** William Littlejohn (Wilkins) with Brad Mattes and Sharon Kon of Life Issues.

**D:** Chris Gould (Salem) and Jay Flowers (Grace to You).

**E:** Adriel Sanchez ("Core Christianity") with Beth Crosby (Kinship Radio) and Charley Mefferd.



**F:** Barry Meguiar ("Ignite America") with our Ben Bryggman.

**G:** From Mercy Ships, Laura Rebouche with Rebecca Richardson.

**H:** Jennifer Perez with the team from Revive Our Hearts—Jason Davis, Tom Mathis, and Bryan VanHaitsma.

**I:** Rosemary and Jim Garlow ("The Garlow Perspective") interviewed by WLBF's Bob Crittenden.

**J:** John Sorensen ("Share Life Today") with the interview team from Genesis Communications.

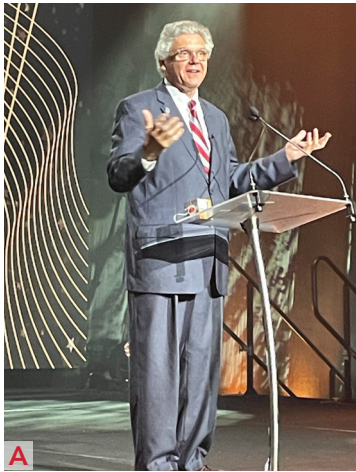
**K:** The AAA crew surrounding the team from Focus on the Family—Rob Kirkpatrick, John & Dena Fuller, Katie Anderson and Brian Krause.





# TAKING THE STAGE AT NRB

The impact of NRB wouldn't happen without participation from speakers and sponsors who provide encouragement during the Convention.



**A:** At the Gala, **John Sorensen** spoke on behalf of Evangelism Explosion, sponsors for the evening.

**B:** Leading the way on podcasting development, **Rob Kirkpatrick** (Focus on the Family) moderated the workshop titled "Don't Leave Home Without It!"

**C:** Receiving the Milestone Award on behalf of Grace to You, **Jay Flowers** accepts that recognition from Frank Wright.

**D:** **Brad Mattes**, President of Life Issues Institute, participated in the timely panel dialog "Living in the Dobbs Era: Life After Roe."

**E:** On behalf of Focus on the Family, **John Fuller & Brian Krause** accepted the award for the "Best Digital Experience" for the *Adventures in Odyssey Club* app and the "Best Digital Campaign" for SeeLife 2022.



## THE IPHONE AT NRB

Some of us remember the days when we met at "The Pit" (Hilton/Washington DC) to "connect" with fellow Conventioneers. Now all it takes is the iPhone to make sure we meet up and then document the fellowship for posterity!





# AND MORE!

A highlight of every Convention are the “Meet and Greet” sessions—this year that included gatherings with ministry teams and speakers including Adriel Sanchez (A), John Fuller (B), Ron Hutchcraft (C), the crew from “Grace to You” (D) and an AAA Seminar (E).



(F) Jack & Beth Pelon (KPOF), (G) Jeff & Rachael Bean (WCRH) and the team from Moody (H) — Dan Craig, Wes Ward and Scott Krus.



First-timers at NRB included Debbie & Raymond Payne (KABC) (I) and Ben Holsen (NWC) (J) ... as well as some veterans of our industry (K)!



# WHITE CHOCOLATE PEANUT CLUSTERS RETURN TO NRB!

It became a tradition long ago but when Covid struck, the candy-making ceased at AAA. In a hopeful move, however, Jim Sanders personally led the charge in manufacturing boxes of the delectable treat once again for distribution in Orlando.

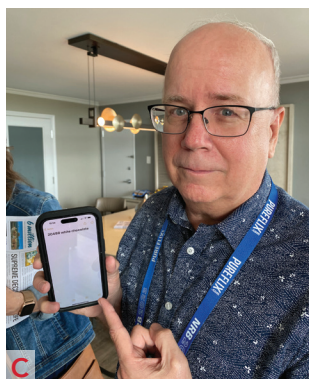
**A:** Yep, this is how it happens ... cluster by cluster until over 500 are produced for those little boxes of delectable.

**B:** **Bob Crittenden** from the Faith Radio was one of the recipients.

**C:** **Tim McDermott** proves we made the "we're coming with candy" announcement in our communication streams. (Hope you read the A-List weekly!)

**D:** The AAA crew, including Lee Ann Jackson, were pleased to serve as distributors—boxes going to **Scott Miller** and **Bruce Maduri (E)**.

**F:** Get these three together and there's sure to be laughter—**Mike Shelley** and **Doug Doran (WMVV)** with **Jim Sanders**.



## AND ... A WORD FROM THE NEWLY-ELECTED NRB CHAIRMAN

"What hath God wrought?" Those words from Samuel Morris' first telegraphic message came to mind when I heard the results of the NRB membership election: I was voted Chairman of the Board. Believe me, no one in that Monday morning room was more surprised than I. I've often said that Frank Wright is the perfect NRB leader: Well spoken, knowledgeable, politically and theologically savvy, and has been part of NRB for more than two decades, as both President and as Chairman of the Board (along with a number of other board positions).

Were it not for the process being bathed in prayer, I might have doubted the outcome more. But, as I've said many times, the older I get, the more sovereign God gets!

I'm grateful and humbled by this appointment. I look forward to the year ahead. As you think of the NRB, please pray for me, the staff and leadership, that God would give us wisdom, discernment and clarity for the days ahead.  
— Jim Sanders



## SEE YOU NEXT YEAR!

As much as we all enjoyed Orlando hospitality, mark the calendar now (February 20-23) for the return to Opryland in Nashville for NRB '24. We have a feeling it's going to be a "best ever" event (again!).

Want to see more from NRB 23? Check out [ambassadoradvertising.com/NRB23-photo-album](http://ambassadoradvertising.com/NRB23-photo-album), we had a great time... we hope you did too!



# Building friendships and recipes . . .

Friendships that are cultivated at NRB often get to be “lived out” beyond Convention time with Facebook and other social streams keeping us current with industry relationships. Example?

Frequently posting on tradition at the Jackson home of Monday Night Family Dinner, when broadcaster **Clive Welsh (Lighthouse Caribbean Christian Radio Ministry)** was in the area he wondered about joining Lee Ann’s family for the meal. Voila! It was Tamale Pie Dinner for seven that night. We just love these connections that develop into great friendships.

BTW—since we haven’t posted out of the Ambassador Family Cookbook for some time, we’re taking the space to share this good recipe which is “cobbled together” from several sources. If you grew up eating Tamale Pie as some of us did, we think you’ll like this!

FROM  
OUR  
KITCHEN

PRIME TIME

## Tamale Pie



1 box corn muffin mix (such as JIFFY)

1 large egg

1/2 c. sour cream

1/2 can of creamed corn

1 tbsp. extra-virgin olive oil

1 onion, chopped

1 tsp. ground cumin

1 tsp. chili powder

Kosher salt

Freshly ground black pepper

2 cloves garlic, minced

1 lb. ground beef

1/3 c. red enchilada sauce

1 c. shredded cheddar cheese

1 c. shredded Monterey jack cheese

1 can sliced black olives

½ c. golden raisins

Preheat oven to 400°. Grease a large oven-safe skillet with cooking spray. In a large bowl, whisk together corn muffin mix, egg, sour cream, and creamed corn. Transfer to prepared skillet and bake until golden, 20 minutes. Let cool.

Meanwhile, in a large skillet over medium heat, heat oil. Add onion, cumin, and chili powder and season with salt and pepper. Cook until soft, 5 minutes. Add garlic and cook until fragrant, 1 minute more. Add ground beef and cook, breaking up meat with a wooden spoon, until no longer pink, about 6 minutes. Drain fat.

Poke entire surface of cornbread with a fork and pour over enchilada sauce. Add beef and top with cheeses.

Cover with foil and bake until cheese is melted, about 20 minutes. Switch oven to broil, remove foil, and broil until cheese turns golden, about 5 minutes.







# Ambassador

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## More than Hot Dogs & Fireworks

We love July! In addition to the launch of summer months with July 4th festivities, take a look at what else is being celebrated this month!



**July 1-2:** This summer's **Harvest Crusade** (Greg Laurie) moves to the Honda Center (Anaheim). Each night will be streamed on Amb-OS—contact the ministry for clearance.



**July 3:** Happy Anniversary to **Joni & Ken Tada** ... this year celebrating 41 years since their wedding at Grace Community Church (Sun Valley CA)!



**joni&friends**

**July 10:** This week **Joni and Friends** hosts an International Family Retreat in Laguna, Philippines. For a full list of summer family retreats, check the ministry website!



**July 11:** If you think you can beat this shot of the AAA mascots, Annie & Maisie, send a pix of your pet today as we celebrate **All American Pet Photo Day!**



**July 15:** Best wishes to **Ann & John Sorensen** ("Sharing Life Today") who mark another anniversary today!



**July 22:** Time to get out the cake and balloons ... Happy Birthday to **Jim Daly** (Focus on the Family)—hope the celebration includes a few rounds of golf, Jim!



**July 24:** And ignite those candles, **Barry Meguiar**, as we celebrate your birthday today! Blessings as you continue to encourage us to move others closer to Jesus every day!

## Worth Considering

"May we think of freedom, not as the right to do as we please, but as the opportunity to do what is right." – Peter Marshall (Chaplain U.S. Senate 1947-1949)