

Notes: June 4, 2016

Start: 10 AM

Order of service:

1. Meet and Greet
2. Introduction (if new people)
3. Ma Tovv
4. Open in Prayer for service
5. Liturgy – Sh'ma +
6. Announcements
7. Jeri - Drash
8. Praise and Worship Songs
9. Message
10. Aaronic Blessing
11. Kiddush
12. Oneg

Children's Blessing:

Transliteration: *Ye'simcha Elohim ke-Ephraim ve hee-Menashe*

English: *May God make you like Ephraim and Menashe*

Transliteration: *Ye'simech Elohim ke-Sarah, Rivka, Rachel ve-Leah.*

English: *May God make you like Sarah, Rebecca, Rachel and Leah.*

Introduction: God Brands, Man Re-brands

This is going to sound like a marketing class, but today I want to talk about branding and re-branding. Whether you are aware or not, branding and re-branding are rather prevalent and impact you as believers, whether it is found in society, or amongst believers. Branding is everywhere.

A brand is defined as a toolbox of marketing and communication methods that help to distinguish a company from competitors and create a lasting impression in the minds of customers. There are several components found in this toolbox to aid in reaching one's goal, whether a company, its product or an individual. We have seen through this election cycle, that one's own name can be a brand unto itself, generating awareness on its very own. "Trump" is not just a term found in the card game bridge anymore. When you hear the word Trump, you most likely think of the person, then maybe the company. The purpose of branding is to make you aware. FYI, it has been stated that Trump has near 100% name recognition in America.

A **brand** (or **marque** for car model) is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others.

Brands are used in [business](#), [marketing](#), and [advertising](#). Initially, [livestock branding](#) was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot [branding iron](#).

One element that I want to focus on is Brand Awareness:

Brand awareness is a key component in understanding the effectiveness of both a brand's identity as well as its communication methods. When potential customers are faced with a purchasing decision, they rely on their brand awareness to trigger their memory. Successful brands are those that consistently generate a high level of brand awareness, as this can often be the pivotal factor in securing customer transactions.^[19] The two forms of brand awareness are brand recognition and brand recollection. Each form reflects a different stage in a customer's cognitive ability to address the brand in a given circumstance

Depending on the type of product will determine how a company will use its resources to generate brand awareness. If a product is focused on a specific age demographic, the company will focus the use of its resources towards that demographic.

A brand will comprise various elements, depending on the product:

- name: the word or words used to identify a company, product, service, or concept
- logo: the visual trademark that identifies a brand
- tag line or catchphrase: "The Quicker Picker Upper" is associated with Bounty paper towels
- graphics: the "dynamic ribbon" is a trademarked part of Coca-Cola's brand
- shapes: the distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands
- colors: Owens-Corning is the only brand of fiberglass insulation that can be pink.
- sounds: a unique tune or set of notes can denote a brand. NBC's chimes provide a famous example.
- scents: the rose-jasmine-musk scent of Chanel No. 5 is trademarked
- tastes: Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken
- movements: Lamborghini has trademarked the upward motion of its car doors

<https://en.wikipedia.org/wiki/Brand>

Your faith is a brand.

Christianity itself is a brand, a brand of religion, yet is also a category. Within Christianity are many denominations, which are also brands that enable you to distinguish between other forms and therefore develops awareness and distinction.

Messianic Judaism is a brand of faith. Some associate it with Christianity, while others associated it with Judaism. We consider ourselves to be a hybrid of both. Yet it is the communications of our brand identity, an aspect I have not yet discussed that is the means by making your brand known, with the intent of establishing brand awareness.

<http://www.nytimes.com/2016/06/03/business/media/the-word-of-god-now-available-in-emoji.html>

<http://www.foxnews.com/us/2016/06/01/omg-bibles-newest-translation-is-in-emoji.html>

The Bible has also been branded.

The English translation of the Bible with the greatest name recognition is – KJV

Why?

Likely it is due to longevity. It has been around since 1611, over 400 years.

It was commissioned by King James of England, thus making it the official Bible of the British empire. With such a barrier to entry, there wasn't much competition at the time. As such, it became the standard.

We see this today, although, technically not the same with patent protection.

We use a brand of Bible today – the Complete Jewish Bible. Its name is intended to convey that there is more to the Tanakh – Jewish Bible and therefore communicates this version is a complete version. There are many unfulfilled prophecies (cliff hangers) in the Tanakh. As believers, we know that the New Covenant writings are the answers to those unfulfilled prophecies

Our Bible is directed towards primarily Jewish believers, providing us with a translation of Scriptures that incorporate and celebrate the Jewish context, rather than minimizing or even removing all together these very important elements.

The impact of the branding of the CJB has led to further recognition whereby non-Jewish believers have purchased this Bible and use it.

In the past I had mentioned a version of the Bible that is directed towards the LGBT community – The Queen James Version.

Verses that address the lifestyle that affects this community of people have been changed in order to justify and ultimately validate their lifestyle.

This past week I found out about another translation, that is branded towards millennials, people ages 18 – 35. I kid you not but we now have an emoji Bible...

<http://www.bibleemoji.com/>

<http://www.nytimes.com/2016/06/03/business/media/the-word-of-god-now-available-in-emoji.html>

<http://www.foxnews.com/us/2016/06/01/omg-bibles-newest-translation-is-in-emoji.html>

Branding is everywhere and it is something you need to be aware of as a believer, because people are trying to influence you.

Believe it or not, this was all background, foundation for the area that I want to focus on today...

There is another element I want to focus on, that is also everywhere, and likely more dangerous to believers – Re-branding

You can't re-brand something if you have not first branded it.

Re-branding is a [marketing strategy](#) in which a new name, term, symbol, design, or combination thereof is created for an established [brand](#) with the intention of developing a new, differentiated identity in the minds of consumers, investors, competitors, and other stakeholders.

Such changes typically aim to [reposition](#) the brand/company, occasionally to distance itself from negative connotations of the previous branding, or to move the brand [upmarket](#); they may also communicate a new message a new board of directors wishes to communicate.

While these changes are intended to reposition or differentiate an existing product, sometimes re-branding can be deceptive.

Re-branding doesn't always have to be about a product, but rather an idea.

Believe it or not, everyone has an agenda. It is their prerogative to push their agenda, making it accepted and ultimately embraced throughout society.

Whether you are aware or not, you have been experiencing the re-branding of ideas all your lives. Intended to

promote the acceptance of an idea, whether in the present or to modify our thinking of the past, all believers need to be aware of the re-branding that is going on today and affects everyone.

Here are a few examples of re-branding that you have already experienced:

Using today's re-branded term:

1. Climate change
2. Reproductive Rights
3. Marriage Equality

These terms are today's terms used to promote an agenda, thus making these positions more acceptable to a greater number of people.

These terms are more ambiguous than their original terms, thus making them more palatable to a greater number of people.

1. Climate change – otherwise known as global warming was re-branded because there was not enough support towards the position that the earth continues to warm as a result of the emission of carbon into the atmosphere. Yet climate change, a more ambiguous term that doesn't specifically convey the aspect of global warming is used to better address what global warming couldn't – changes that aren't specifically related to global warming. Depending on how your memories are, this year was a mild winter, but the two winters before were extremely harsh and cold. It certainly didn't look or feel like global warming. Yet the narrative that is used today, a very general and and ambiguous position, which I heard this past week – Each decade's average temperature has gotten warmer.
2. Reproductive Rights – otherwise known as abortion with two very distinct sides “pro life” and pro choice” The new term is less divisive than its predecessor which was branded that if you believe in such a position you are a murderer. The softer, more ambiguous term has re-branded the abortion debate. Yet many are not fooled by this softer, broader appeal.
3. Marriage Equality – otherwise known as gay rights / same sex marriage has been re-branded to take on a more general term and does not specifically convey the previous distinction. Yet, don't be fooled by this re-branded term, it was successful in doing what was intended, marriage equality in the form of anyone, whether male or female now has the right to marry anyone, male or female throughout the United States. It is the law of the land.

Disturbingly, all of these positions are promoted by our government.

This is society.

Unfortunately, as believers you are dealing with these changes to our country, contrary to the Word of God. Yet there is even re-branding going on within the body of believers.

The one thing you won't see in Scripture is Adonai re-branding Himself or His message:

Num 23:19 "God is not a human who lies or a mortal who changes his mind. When he says something, he will do it; when he makes a promise, he will fulfill it.

So, when He created Israel as His nation, whom He called to be a light to the nations, He didn't re-brand the nation, His message or the ones who would transmit His message. It has always remained the same.

Yet, there has been re-branding efforts going on within the body of believers, to convey a different message, or more accurately, a different messenger.

We are but one Shabbat away from the seventh and final Shabbat before Shavuot. So, when we look at that every transforming Feast of Adonai given to Israel and recounted in the book of Acts:

Act 2:1 And when the day of Pentecost was fully come, they were all with one accord in one place.

Act 2:2 And suddenly there came a sound from heaven as of a rushing mighty wind, and it filled all the house where they were sitting.

Act 2:3 And there appeared unto them cloven tongues like as of fire, and it sat upon each of them.

Act 2:4 And they were all filled with the Holy Ghost, and began to speak with other tongues, as the Spirit gave them utterance.

You have likely been taught that this was the beginning of the church. The birth of the church on Pentecost.

This is the narrative many believers are presented with. Yet, this narrative is a re-branded version of the original.

Shavuot has been re-branded as the beginning of the church, removing the reality of what was truly going on...

Revival in Israel

A powerful message and experience that would propel Jewish believers in power.

Yet, we are presented with a much different narrative.

Adonai needed to bring forth a revival in Israel in order for the message of Messiah to go forth.

In the past I have told you that it was Messianic Jews who would first transmit the message of the Jewish Messiah to the world. Adonai needed to prepare a people and a nation for their purpose of being a light to the world.

I had given you the KJV version of Acts 2:1 – 4. Here is how Stern presents it:

Act 2:1 The festival of Shavu`ot arrived, and the believers all gathered together in one place.

Act 2:2 Suddenly there came a sound from the sky like the roar of a violent wind, and it filled the whole house where they were sitting.

Act 2:3 Then they saw what looked like tongues of fire, which separated and came to rest on each one of them.

Act 2:4 They were all filled with the Ruach HaKodesh and began to talk in different languages, as the Spirit enabled them to speak.

Yet, when conveying the message of the “church beginning” they tend to stop at verse 4, thus ignoring the fullness of this Jewish revival...

Act 2:5 Now there were staying in Yerushalayim religious Jews from every nation under heaven.

Act 2:6 When they heard this sound, a crowd gathered; they were confused, because each one heard the believers speaking in his own language.

Act 2:7 Totally amazed, they asked, "How is this possible? Aren't all these people who are speaking from the Galil?"

Act 2:8 How is it that we hear them speaking in our native languages?

Act 2:9 We are Parthians, Medes, Elamites; residents of Mesopotamia, Y'hudah, Cappadocia, Pontus, Asia,

Act 2:10 Phrygia, Pamphylia, Egypt, the parts of Libya near Cyrene; visitors from Rome;

Act 2:11 Jews by birth and proselytes; Jews from Crete and from Arabia. . . ! How is it that we hear them speaking in our own languages about the great things God has done?"

Act 2:12 Amazed and confused, they all went on asking each other, "What can this mean?"

Act 2:13 But others made fun of them and said, "They've just had too much wine!"

Typically conveyed as people from all nations, minimizes the impact of this revival further, in that as identified in verse 11, they are Jews by birth and those that have converted, to become Jews. There is no mention of anyone other than Jews, who were commanded to return to Jerusalem for Shavuot...

Deu 16:16 "Three times a year all your men are to appear in the presence of Adonai your God in the place which he will choose - at the festival of matzah, at the festival of Shavu`ot and at the festival of Sukkot. They are not to show up before Adonai empty-handed,

Deu 16:17 but every man is to give what he can, in accordance with the blessing Adonai your God has given you.

Kefa will answer the question from verse 13, with one of the most powerful sermons in the New Covenant writings:

Act 2:14 Then Kefa stood up with the Eleven and raised his voice to address them: "You Judeans, and all of you staying here in Yerushalayim! Let me tell you what this means! Listen carefully to me!

Act 2:15 "These people aren't drunk, as you suppose — it's only nine in the morning.

Act 2:16 No, this is what was spoken about through the prophet Yo'el:

Act 2:17 'Adonai says: "In the Last Days, I will pour out from my Spirit upon everyone. Your sons and daughters will prophesy, your young men will see visions, your old men will dream dreams.

Act 2:18 Even on my slaves, both men and women, will I pour out from my Spirit in those days; and they will prophesy.

Act 2:19 I will perform miracles in the sky above and signs on the earth below — blood, fire and thick smoke.

Act 2:20 The sun will become dark and the moon blood before the great and fearful Day of Adonai comes.

Act 2:21 And then, whoever calls on the name of Adonai will be saved." '

Act 2:22 "Men of Isra'el! Listen to this! Yeshua from Natzeret was a man demonstrated to you to have been from God by the powerful works, miracles and signs that God performed through him in your presence. You yourselves know this.

Act 2:23 This man was arrested in accordance with God's predetermined plan and foreknowledge; and, through the agency of persons not bound by the Torah, you nailed him up on a stake and killed him!

Act 2:24 "But God has raised him up and freed him from the suffering of death; it was impossible that death could keep its hold on him.

Act 2:25 For David says this about him: 'I saw Adonai always before me, for he is at my right hand, so that I will not be shaken.

Act 2:26 For this reason, my heart was glad; and my tongue rejoiced; and now my body too will live on in the certain hope

Act 2:27 that you will not abandon me to Sh'ol or let your Holy One see decay.

Act 2:28 You have made known to me the ways of life; you will fill me with joy by your presence.'

Act 2:29 "Brothers, I know I can say to you frankly that the patriarch David died and was buried — his tomb is with us to this day.

Act 2:30 Therefore, since he was a prophet and knew that God had sworn an oath to him that one of his descendants would sit on his throne,

Act 2:31 he was speaking in advance about the resurrection of the Messiah, that it was he who was not abandoned in Sh'ol and whose flesh did not see decay.

Act 2:32 God raised up this Yeshua! And we are all witnesses of it!

Act 2:33 "Moreover, he has been exalted to the right hand of God; has received from the Father what he promised, namely, the Ruach HaKodesh; and has poured out this gift, which you are both seeing and hearing.

Act 2:34 For David did not ascend into heaven. But he says,

Act 2:35 'Adonai said to my Lord, "Sit at my right hand until I make your enemies a footstool for your feet." '

Act 2:36 Therefore, let the whole house of Isra'el know beyond doubt that God has made him both Lord and Messiah — this Yeshua, whom you executed on a stake!"

This powerful sermon is directed specifically to the Jewish people who have journeyed to Jerusalem for one of three feasts they are instructed to attend, wherever they are.

The facts haven't changed, but the narrative associated with these facts have. Ultimately ignored, the impact of Kefa's message is diminished and thus this powerful revival that greatly impacted the Jewish people on Shavuot is lost to many who read this account.

But what would happen next as a result of Kefa's message is powerful:

Act 2:37 On hearing this, they were stung in their hearts; and they said to Kefa and the other emissaries, "Brothers, what should we do?"

Act 2:38 Kefa answered them, "Turn from sin, return to God, and each of you be immersed on the authority of Yeshua the Messiah into forgiveness of your sins, and you will receive the gift of the Ruach HaKodesh!"

Act 2:39 For the promise is for you, for your children, and for those far away — as many as Adonai our God may call!"

Act 2:40 He pressed his case with many other arguments and kept pleading with them, "Save yourselves from this perverse generation!"

Act 2:41 So those who accepted what he said were immersed, and there were added to the group that day about three thousand people.

3,000 Jewish people accepted Yeshua as Messiah and returned to God. Yet this is always conveyed as being the church, not acknowledging that these 3000 were Jewish. A powerful message to Jews in the future that is not recognized.

There would come a time when as Kefa identifies as those being far off, meaning Gentiles would begin to receive this message of Messiah. Yet it wouldn't be for another 10 – 17 years.

The first Goy recorded as receiving this message is Cornelius in Acts 10. We later see the impact being experienced by the nations as Sha'ul returns to discuss this matter in Jerusalem, resulting in a council of leaders in Jerusalem in Acts 15.

A promised revival that was not only mentioned in Yoel that would impact the nations, but also in Ezekiel, intended to first impact Israel -

Eze 39:25 "Therefore Adonai Elohim says this: 'Now I will restore the fortunes of Ya`akov and have compassion on the entire house of Isra'el, and I will be jealous for my holy name.

Eze 39:26 They will bear their shame and all their *[guilt from]* breaking faith with me, once they are living securely in their land, with no one to make them afraid.

Eze 39:27 This will be after I have brought them back from the peoples and gathered them out of their enemies' lands, thereby being consecrated through them in the sight of many nations.

Eze 39:28 Then they will know that I am Adonai their God, since it was I who caused them to go into exile among the nations, and it was I who regathered them to their own land. I will leave none of them there any more,

Eze 39:29 and I will no longer hide my face from them, for I have poured out my Spirit on the house of Isra'el,' says Adonai Elohim."

Re-branding is intended to change perception, change perspective, ultimately, change an intended message. In some instances re-branding is good, but be careful, because sometimes re-branding is intended to change a narrative with underlying motive to promote a specific agenda.

To the Jew First, and equally to the nations has been the method of Adonai since Israel was established.

It is the Jew who is to be prepared and transmit this message to the nations.

This was first done through a revival that would impact Israel and the Jewish people, yet there is preparation happening now that this Shavuot revival will pale in comparison to the Yom Truah revival that will occur as hundreds of thousands of Jews, if not millions will usher in the return of Messiah whereby billions of Gentiles will experience this much anticipated return.

God does not re-brand – His message and method are consistent and remain unchanged. If anything has ever been changed, one need not look to God, but in the mirror.

Additional...How one distorts the message of the Bible by re-branding it based on their own experience.

From Bill Koenig's newsletter:

How Obama's beliefs about Christianity are distorted and convoluted

In President Barack Obama's book, "The Audacity of Hope: Thoughts on Reclaiming the American Dream" (2007), you have the opportunity to read about someone who is very confused spiritually.

Chapter 6 is about faith. Obama's so-called Christian beliefs are very distorted and convoluted. He spins and discredits the Word of God through biblical manipulation and misinterpretation while supporting policies that are in direct opposition to the Scriptures.

His faith is on his terms. He has said in the past that he believes that there are multiple paths to God, not just

Christianity. He believes that Allah is the same God of the Christian and the Jews.

He calls Christians hypocrites who don't condone his non-biblical sexual positions. He perverts man's desire to love or be loved to justify his radical LGBT positions and same-sex marriage.

He picks and chooses Scriptures that support his beliefs.

The Scriptures in the New Testament that are in direct opposition to his LGBT agenda (Romans 1:18-32, 1 Corinthians 6:9, and Colossians 3:5-7) have no relevance to him. He faults others' faith who don't condone his values on homosexuality and abortion.

He used his mother's negative experiences with Christians; most likely having to do with her spiritually eclectic attitude and behavior, as an attempt to discredit them.

Furthermore, Obama has shown much more emotion defending Islam and Middle Eastern refugees than at the news of Christians being slaughtered in the Middle East.

How Obama manipulates scriptures to justify LGBT back and same-sex marriage:

He asks, why can't there be compromise on gay marriage in a society that has Christians committing adultery?

"For many practicing Christians, the same inability to compromise may apply to gay marriage. I find such a position troublesome, particularly in a society in which Christian men and women have been known to engage in adultery or other violations of their faith without civil penalty."

He completely disregards the seriousness of a major passage in Romans that speaks of homosexuality and sexual immorality by stating that the Sermon on the Mount is more representative of Christianity:

"Nor am I willing to accept a reading of the Bible that considers an obscure line in Romans to be more defining of Christianity than the Sermon on the Mount."

He is harshly critical of pastors and uses a false narrative:

"All too often, I sat in a church and heard a pastor use gay bashing as a cheap parlor trick. "It was Adam and Eve, not Adam and Steve!" he [would] shout, usually when a sermon [was] not going so well."

He called pastors sanctimonious for believing in what the Bible says about eternal damnation; he doesn't believe the earth was created in seven days:

"Occasionally, for my benefit, she [my mother] would recall the sanctimonious preachers who would dismiss three-quarters of the world's people as ignorant heathens doomed to spend the afterlife in eternal damnation and who, in the same breath, would insist that the earth and the heavens have been created in seven days, all geologic and astrophysical evidence to the contrary."

He mocked and criticized "church ladies" and "church fathers" to justify his mother's confusing beliefs:

"She [my mother] remembered the respectable church ladies who were always so quick to shun those unable to meet their standards of propriety, even as they desperately concealed their own dirty little secrets; the church fathers who uttered racial epithets and chiseled their workers out of any nickel they could."

What gives his mother the right to judge? There are many special places to worship:

“For my mother, organized religion too often dressed up closed-mindedness in the garb of piety, [and] cruelty and oppression in the cloak of righteousness.”

He doesn't want an unchanging Bible but one open to new revelations that suit his agenda:

“When I read the Bible, I do so want to believe not a static text but the Living Word—in that I must be continually open to new revelations whether they come from a lesbian friend or a doctor opposed to abortion.”

He is troubled that religion or faith doesn't allow for compromise or, in other words, personal control:

“At some fundamental level, religion does not allow for compromise. It insists on the impossible. If God has spoken, then followers are expected to live up to God's edicts, regardless of the consequences. To base one's life on such uncompromising commitments may be sublime; [however] to base our policy making on such commitments would be a dangerous thing.”

President Obama's ex-pastor Jeremiah Wright: 'Jesus was a Palestinian'

The controversial pastor who preached at a church attended by President Obama said on Saturday that “Jesus was a Palestinian,” alluded to Israel as an apartheid state and compared “the youth in Ferguson and the youth in Palestine” during a speech in Washington, D.C.

Jeremiah Wright, who led Trinity United Church of Christ in Chicago from 1972 to 2008, spoke at a Nation of Islam event titled “Justice or Else!” on the 20th anniversary of the Million Man March.

“The same issue is being fought today and has been fought since 1948, and historians are carried back to the 19th century...when the original people, the Palestinians – and please remember, Jesus was a Palestinian – the Palestinian people had the Europeans come and take their country,” Wright said, according to [The Hill](#).

Wright was one of several speakers during the event on the National Mall, which also included notorious Nation of Islam leader Louis Farrakhan. Sybrina Fulton, whose son, Trayvon Martin, was killed in Florida in 2012 in a case that inflamed racial tensions, also spoke. Thousands attended, but the National Park Service does not provide more concrete estimates on crowd counts, according to [CBS](#).

And please remember, Jesus was a Palestinian – the Palestinian people had the Europeans come and take their country"

- Jeremiah Wright

Wright began his speech with the traditional Muslim greeting “Salaam Alaikum,” according to [The Blaze](#), and then launched into his typical fiery rhetoric.

“The youth in Ferguson and the youth in Palestine have united together to remind us that the dots need to be connected,” he said. “And what Dr. King said, ‘injustice anywhere is a threat to justice everywhere,’ has implications for us as we stand beside our Palestinian brothers and sisters, who have been done one of the most egregious injustices in the 20th and 21st centuries.”

Wright more explicitly linked the “Black Lives Matter” movement to the Palestinian cause in other statements.

“Palestinians are saying ‘Palestinian lives matter.’ We stand with you, we support you, we say God bless you,” he said.

While Wright did not mention the Israelis by name, according to [The Blaze](#), he did reference an “apartheid wall” being erected by an occupying force.

“As we sit here, there is an apartheid wall being built twice the size of the Berlin Wall in height, keeping Palestinians

off of illegally occupied territories, where the Europeans have claimed that land as their own,” he said.

Wright first gained infamy after video of him delivering a sermon with the line “God damn America” began circulating around the time of Obama’s first presidential campaign. Obama said he left the church in 2008 and denounced some of Wright’s remarks.

A vocal supporter of the Palestinian people, Wright said in a 2009 interview with [The Daily Press](#) that he hadn’t seen Obama since his former congregant was elected president because “them Jews ain’t going to let him talk to me.”

<http://www.foxnews.com/us/2015/10/11/president-obama-ex-pastor-jeremiah-wright-jesus-was-palestinian.html>