



PASTOR GENERAL'S REPORT

January 22, 2005 • Vol. 2, No. 1

Greetings, ministers and wives!

The Philadelphia Church of God implements the same government Herbert W. Armstrong did. But I have come to realize one important difference.

Mr. Armstrong, in his era, almost never worked directly with the regional directors; instead, he placed one man over the ministers—Roderick Meredith, Wayne Cole, Dennis Luker, Joseph W. Tkach, Garner Ted Armstrong. The problem was, this *never, ever* worked. Yes, Mr. Armstrong was able to preach the gospel around the world during that time, but he himself said he always regretted giving any single minister that position, because that man would overstep himself and actually end up running the Church! Jesus Christ hadn't called that man to run the Church, and so a lot of problems developed as a result.

Never forget this lesson: *If you try to take a job that God doesn't give you, you will NEVER, EVER succeed. NEVER TRY TO PUT YOURSELF INTO A JOB. LET GOD PUT YOU IN, and then it will work because God will back you.*

It seems pretty obvious that the reason those men couldn't do that job correctly is that *they didn't support Mr. Armstrong*. They didn't look to him as God's Elijah, and so it broke down every time. It seems to me it *could* have worked—but it *didn't*.

It is logical that there would have been problems, knowing as we do now that *the synagogue of Satan was already at work* within God's Church. That caused Mr. Armstrong a lot of trouble! He was busy going to world leaders—and how do you run the Church if nobody will do what you want them to do? Almost every time he came back, he had problems to deal with. Near the end of his life, he said that system never did work; he knew something was wrong.

The government in the Philadelphia Church of God today is different in quite a few ways. Of course, we don't have a synagogue of Satan to grapple with. But also, we are smaller. I feel it is *critical* that I stay in touch with the regional directors, *unlike* what Mr. Armstrong did. The more I look at Revelation 11:1, the more I believe this is what God tells me to do: *You rise up and you measure the ministers! Use God's law and God's government to work not only with the people, but with the ministers as well!*

When I work with the regional directors, they keep me in touch with the rest of you ministers. If there are serious problems, then I always get in on that. This personal contact and regular involvement with the ministers is exactly what Christ means here by telling me to measure the temple *and the altar*. This is a different situation than in the past, and it is an important distinction to make. God is saying, *Let's change the way the government is implemented to fit the time*. In this last hour, Christ is saying, *Rise up and run the Church differently than in the past*. After all, God's Church doesn't have the greatest track record there, in that sense.

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Right around the beginning of World War II, Churchill was deeply concerned about Britain's production level of warmaking equipment. He asked a professor of science and technology by the name of F.A. Lindemann whether the speed of advance was as great as possible. Mr. Lindemann later wrote, "I replied that it almost certainly was not and I went on to give my diagnosis of the prime cause of avoidable delays. It was attempting to force its normal machinery to revolve at an abnormal rate, *instead of setting up abnormal machinery to meet the highly abnormal needs*. The normal standards were not good enough at such a critical time" (Thom-

as Wilson, *Churchill and the Prof*). The people were trying to proceed with normal production, and Churchill and this professor said, *That won't work! You can't win this war just by pushing production with normal machinery!*

Revelation 11:1 is setting up “abnormal machinery.” It is an abnormal administration of God’s government. That is what the times require. Times are getting fiercely bad, and Jesus Christ is showing me that there really is a change in the administration of our government. Satan has been cast down. That’s a different situation—much worse than Hitler attacking! Mr. Armstrong’s structure of government will not work to get *this* job done. We can’t afford—and we won’t have—a synagogue of Satan! There is no mention of that in these verses. I don’t think there will be a synagogue of Satan in this Church, because we are a little group and I’m very tuned in to what’s going on in the ministry. Things are moving fast, and we have to make quick decisions sometimes. I know what’s going on, and often I can take situations into my prayer closet and ask God to give me an answer *quickly* because of how well you ministers keep me informed. That’s different. It’s the same government and law that Mr. Armstrong had, but we have to administer it a different way.

In addition, I get to meet a lot of the Church members, and you work with them and talk to me about them and keep me tuned in with God’s people—so I actually measure the temple as well. I HAVE TO REMAIN INFORMED because of the accelerated pace of the times in which we’re living. We’re in a fierce battle just before the Great Tribulation!

This is a government where the top man has contact with the ministers through the regional directors, and more contact with the members than Mr. Armstrong was ever able to have. We have to move fast, and this is the only kind of government God says will work in this last hour.

I see depth in this verse that I’ve never seen before, and I hope you’ll think hard about it and see what Christ is teaching us. We all need to learn more deeply about our Head and about how He rules, so we can allow Him to rule His very elect more perfectly.

With love, in Christ’s service,



CHURCH ADMINISTRATION

MR. FLURRY’S CONFERENCE LECTURES.

The first of Mr. Gerald Flurry’s Conference lectures will be sent out beginning this coming Sunday the 24th.

They will follow one a week thereafter with the last lecture being sent on Sunday Feb 13th.

For you planning purposes here are the lengths of the lectures, not including international announcements that will be added to each lecture.

- Lecture #1—1 hr 50 minutes
- Lecture #2—1 hr 52 minutes
- Lecture #3—1 hr 41 minutes
- Lecture #4—1 Hr 34 minutes

MINISTERIAL TOLL-FREE NUMBER

Attention Ministers in the USA and Canada,

We have had some reports that the minister’s toll free number to head quarters, 1-800-308-3404 had not been working properly.

These issues have been resolved. In the future, if you experience any problems with this toll free number please contact Andrew Hessong via phone or email (ahessong@pcog.org)

MEDIA SERVICES

KEY OF DAVID—LOS ANGELES, CA

Due to programming changes at KCAL, we were forced to move our program to a different station in Los Angeles. Beginning February 6, we will air at 9:30 a.m. PT each Sunday morning on KDOC. Though not as powerful and popular of a station as our former KCAL, the later time should nonetheless give us adequate coverage of this market—the second largest in the nation.

KEY OF DAVID—NATIONWIDE IN CANADA

Canadian broadcast authorities regulate how much non-Canadian religious programming each station is permitted to carry. Occasionally, and at random, stations are audited for compliance. We currently contract with Vision TV in Canada. It was just audited and found to be in excess of non-Canadian produced programming and were told to eliminate all but two U.S.-based programs.

The Key of David was one of the two programs Vision decided to keep. But we will have to move to a different time to remain on the station. Beginning February 6, we will move from our current time of 8:30 a.m. Sunday morning to 4:30 p.m. ET Sunday afternoon.

We are pleased to still be on the station, but will look for additional or even replacement stations for our program. We have historically done very well for response throughout Canada so our intention is to build slowly the number of stations carrying our program throughout the provinces.

THE KEY OF DAVID—ENGLAND

We are in the final negotiations with Reality TV/Zone which will give us coverage throughout the nation of England. We don't have the final time of day settled yet in the contract, but the first four programs have already been delivered to the station awaiting our start as soon as possible. More details will be forthcoming in future PGRS.

THE KEY OF DAVID SCHEDULE

The schedule below applies to all stations in the United States, Canada and our website. Stations throughout Australasia and the Caribbean follow a schedule that is one week behind the U.S. and Canada due to shipping delays. The Philippines, South Africa and Malta all follow schedules that are a few weeks behind the U.S. and Canada for the same reason.

Program Title: "Our Universe Potential" (Repeat)

Airdate: January 23, 2005

Literature Offered: *The Wonderful World Tomorrow*,
Character in Crisis

Synopsis: Man was put on Earth by the Creator God for a specific purpose, and that purpose directly involves ruling the universe. But man is only able to achieve his ultimate potential by developing the character of God. This week on *The Key of David*, Gerald Flurry explains God's transcendental purpose for mankind, this Earth and the entire universe.

MAIL PROCESSING

MAIL DEPARTMENT

During the last six months of 2004, the mail department sent 189,234 pieces of mail. Not every single piece of outgoing mail is tabulated, but the vast majority is included in that count. Those mailings obviously do not count any regular mailings of our periodicals.

The United States accounted for 90 percent of the total. World mail (all nations excluding the Australasian and Spanish regions) was the next highest percentage of shipping destination with 6 percent. Canada followed with 3 percent of the destinations of shipments. Lastly, we fulfilled and shipped 1 percent of the orders with Spanish literature to addresses within and outside of the United States. Over 75 percent of all Spanish literature orders were shipped to addresses within the United States.

WEBSITES—LITERATURE REQUESTS FOR THE LAST 6 MONTHS

The Mail Department processed 14,325 literature requests generated by our websites in the last six months of the year. Listed below is the percentage of where those orders requested the literature to be sent:

United States:	46%
Canada:	5%
Australasia:	9%
Africa:	24%
Other:	16%

Those requesting literature through the website from Africa are asked to make their request in writing via let-

ter. We also direct them to *www.theTrumpet.com* where they can download the literature online. This decision was made due to the exorbitant cost of shipping to Africa, and our inability to gauge the accuracy of the address.

WEBSITES—NEW SITES RELEASED

Both the *www.pcog.org* and the *www.keyofdavid.com* websites have had significant upgrades to offer a sharper appearance. We have not updated either site for a long period of time, so we are quite pleased to have them available.

We changed the literature request form on both sites to be the same, and we believe it is much easier to use. Ultimately, the form will be used for literature requests from the *www.theTrumpet.com* website as well. That way, all of our sites will have a consistency in how we present literature requests. The consistency will also speed our processing of literature requests made online.

Another upgrade to the *www.keyofdavid.com* website is the offering of all programs from the 2004 and 2005 series. Now all programs from last season and all new programs of this current season are available for streaming or download. We are also VERY pleased to offer transcripts of each program. Thanks to Carol Adams and her crew of proficient transcribers, we can now offer this valuable and often-requested service! A BIG THANK YOU to Mrs. Adams and her crew.

One final and very exciting feature of our new websites is that they are all available in the Spanish language as well. Ron Fraser's department was responsible for all translating of the site's content. We offer Spanish graphics and also offer all of our Spanish literature online. Only the literature that has been translated and produced in booklet form is offered on the site, which gives Spanish-speaking individuals a clear idea of what literature we have to offer. Carlos Heyer has also been doing the Spanish voice-over for the *Key of David* program that is offered on our Spanish version of *www.thekeyofdavid.com*. This is a magnificent open door for the Spanish-speaking brethren and viewers as they will now be able to keep current with the program via the Internet!

CORRESPONDENCE COURSE

The mail department made its first shipment of Lesson 1 of the *Imperial College Bible Correspondence Course* on Jan. 14. A total of 3,389 lessons were shipped, with 3,180 being mailed to addresses within the United States and 209 lessons being shipped internationally (these figures do not include the Australasian region).

All future lessons will be shipped the third Sunday of each month.

CALL CENTER

We have had a very busy year in the call center. Our operators answered a total of 84,391 telephone calls generated by our toll-free numbers. This figure does not include calls answered on our main business line at headquarters.

We use three primary toll-free numbers to offer our literature. The first toll-free number, (800) 772-8577, is printed in all of our publications. All calls that come in on this number are counted as "literature line" generated requests. We also advertise (800) 339-7629 at the end of all *Key of David* programs for all stations in the U.S. and Canada with the exception of WGN. We call that line the "Key of David line." Lastly, we use (800) 335-2075 as the toll-free number advertised on WGN. This line we call the "WGN line" for statistical purposes. Listed below is the proportion of calls received per line:

Line	Calls Answered in 2004	Percentage of Total Calls Answered
Literature	31,829	38%
Key of David	33,403	40%
WGN	19,146	22%

Other toll-free numbers are used for various other advertising campaigns. We use different numbers so we can more accurately gauge which form of advertising has resulted in the literature request. Every effort is made to carefully analyze the response to determine what is the most effective means of advertising.

BUSINESS OFFICE

MILEAGE REIMBURSEMENT

As a reminder, please be sure you use the new rates of reimbursement when submitting expense reports to headquarters. The new rate of reimbursement for mileage driven in the United States is \$.405 per mile. In

Canada, the rate is now C\$.315 per kilometer. Make sure you change your rate for calculations on either the Excel spreadsheet reports, or if you do them by hand, please use the new rate there for your calculations.

TREASURER'S REPORT

The Philadelphia Church of God was greatly blessed last year. In addition to a wealth of new revelation, deeper understanding and another bountiful year of education, we also continued to strengthen financially.

The return to television in late 2003 once again increased media costs for the Work, but wonderful response to the program also impacted the *Trumpet* circulation in a positive way driving up our number of subscriptions. To handle the growth in response, we have added the new Mail Processing Center, which houses our call center, mail operations and warehousing of literature. Considerable resources were allocated to this project that have already returned nicely. We now can seat up to 45 operators in the new call center. Our automated mail-stuffing machine compliments our four mail-packing stations giving us capacity to package thousands of pieces of mail per hour. The warehouse currently holds close to 1.5 million pieces of literature ready to be mailed out. All of those additions have been paid for with cash thanks to the generosity of those supporting the Work of God in the last hour.

The year ended with an 8.7 percent increase in donation income compared to 2003. That is the largest percentage increase since 2001, and the second-greatest increase since 1998! Canadian donation income was up over 23 percent compared to last year thanks largely to a sizable estate. The Canadians continue to out-give the costs associated with Canadian Church operations.

While we experienced a marginal decrease in first tithe and general offerings, the amount was more than recovered through the very generous growth of building fund offerings, which increased over 193 percent compared to 2003! Income generated by bequests was up

over 250 percent compared to last year, and marked the highest total amount ever received in that category of donation income.

Perhaps one of the most amazing statistics is related to the building program. Several significant construction projects were completed this year including the new Mail Processing Center, new men's dormitory, additions to the field house, and new greenhouses. We have already paid some initial costs of construction for the Hall of Administration and Auditorium. Those projects cost nearly \$1.3 million just last year. But \$1.1 million was contributed specifically to the building fund, which covered an amazing 85 percent of the total cost of construction for those improvements!

While costs have soared in some departments such as TV and construction projects, they have dropped substantially in the legal department and others. Overall, the net assets of the Church through June 2004 were up 22 percent over the previous year.

Truly 2004 was an inspiring year with tremendous growth of the Church's finances. As the campus continues to develop we hope to consolidate ALL operations to the campus by the end of the year. We would then be able to sell our existing headquarters complex in central Edmond.

Thank you so much for your generosity in giving to God's great Work as we strive to finish the job God has given us to do. We need to continue our efforts throughout 2005 as the Work grows with more TV stations, more publications, the new correspondence course, greater Imperial College enrollment and more field ministers to see to every aspect of our mission! Let's be strong and finish the Work! *Andrew Locher*



REGIONAL REPORTS

UK, EUROPE, AFRICA AND SOUTH ASIA

During the last two months of 2004 I continued with my many frequent trips abroad including two trips to the Netherlands and one to Zimbabwe, Africa. The region is generally doing well with a slight increase in growth in some areas. During those two months we had three baptisms. However, at the same time we had three deaths—two members and one member's spouse. We also had two ordinations to deacons, and recently an ordination to local church elder. Our group in Southern Ireland continues to grow with three prospective members being counselled for baptism, which will represent a 30 percent increase in membership. We also have very good growth in Italy and South Africa, keeping our ministers Daniel Frendo and Gerry Meaker busy.

During the winter months in the UK we hold Spokesman's Club every month, with other clubs running in the Netherlands and Africa when I am visiting.

We are still endeavouring to purchase air time on TV. We will be looking at newspaper advertising very shortly if we are unable to air *The Key of David* on TV.

In the UK office we are starting to set up a literature distribution center for local requests and have purchased a new computer to enable us to set up the database and efficiently deal with literature requests. When fully up and running we should be able to fulfil requests within the week of receiving a letter, or within a few days if a telephone request is made from within the UK.

I can also confirm that no brethren were harmed by the dreadful effects of the tsunami that has caused much devastation in Southern Asia. *Alex Harrison*

CENTRAL-WEST UNITED STATES

What an amazing ministerial conference our Father has just blessed us with! He truly is sharpening our focus and increasing the level of urgency that we must employ as we march through the final moments of the last hour. My wife and I were talking after the conference about how we didn't realize just how much we needed the conference until we were in the middle of it. What a much-needed boost!

These regional updates that will now be included in the PGR is another blessing that I'm sure we'll all benefit from.

In the Mid-Western region of the United States, I believe the congregations are as stable as they have

been since I began serving this region in the spring of 2002. Of late, we have not had to deal with any heretical- or doctrinal-type problems. Most of the problems now are personal weaknesses, marriage and family problems, finances, health, etc. Especially single mothers with children are under quite a burden due to these issues. Please pray for them. (You might recall Wayne Turgeon's lecture during the conference that dealt with this matter.)

Currently there are eight ministers, including myself, serving 19 congregations scattered throughout nine states. The states we serve stretch from Louisiana to North Dakota, from New Mexico to Montana. The highest concentration of members is in Texas. There are not very many "scattered" brethren in Texas, New Mexico or Louisiana. Nearly everyone in those states is able to attend a local congregation each week.

In the vast, northern part of the region it is quite different. We have several nice congregations in those states that are able to meet together each week—Denver, Omaha and Rapid City—but we have many that are not able to attend regularly due to distance and weather restrictions. In some of these areas that are more scattered we try to get everyone together at least once per month.

Youth Bible Studies are being conducted where applicable every month. We strive to have four socials per year in each congregation. Where congregations are too widespread for this we still try to have two per year. Also, where possible, we try to have each congregation participate in one or two fundraisers per year. These have proven very profitable. A small amount of the profits go to the local fund of the congregation with the majority of the income going to the building fund. Due to these efforts by God's people, checks have been turned in to headquarters for over \$1,000 and even over \$1,500 on one occasion.

There are currently eight people being counseled for baptism in this region. We have received 26 new contacts since last Feast. Eight of those have been invited to attend services. We are still working with 24 new contacts across the region and I expect at least five of them to be invited before the spring holy days. Most of these new contacts have become interested in the PCG due to *The Key of David* and/or they picked up a *Trumpet* magazine somewhere. I'd say in about two thirds of the cases they have had some knowledge of Mr. Armstrong previous to their contact with us.

We, as God's ministers, are striving to help our brethren to look beyond the everyday problems that this life brings and to keep their eyes focused on the full scope of this great Work that we are a part of. We must be solidly unified behind God's prophet! He is faithfully following our Head, Jesus Christ, as He leads us

through these perilous times. The congregations in the Central-West U.S. region are stable, loving, and poised for the growth that God deems necessary. As Christ said, "Behold, I say unto you, Lift up your eyes, and look on the fields; for they are white already to harvest."

Brian Davis