

Journey Enews

WEEKLY E-NEWS
July 31st, 2018
DATES TO REMEMBER

Men's Group will continue on July 31st at Starbucks in Georgetown at 7pm to discuss Ch. 13 of:

Everyone Needs a Miracle,
HE STILL MOVES STONES...

By: Max Lucado

August 4th & August 5th
Join us for Worship and for the next Series:

#4 My Story

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BOBBY'S
BLOGSPOT



Name Brand

Shortly after Connie and I got married, we moved to Texas, courtesy of the military. Our plans of staying in Cynthiana in a rental house that belonged to the family vanished when my draft papers arrived. Suddenly we found ourselves thousands of miles away setting up an apartment with little money and few household items. But hey, as they say, we were newlyweds in love.

We were so short on cash that we had to finance the small color TV we bought from K-Mart. It was our first real credit purchase as a married couple. I don't know if we felt like big shots or poor country folk from Kentucky. Either way, we came home with a 17-inch color TV that had more channels than I had ever seen.

Funny, I can still remember the brand after all these years. It was an RCA, and it lasted forever. If we were signing our life away for a TV I wanted it to be a good one. I had always associated RCA with Elvis, so in my mind, it had to be a good brand.

If you happened to set up your first home as a newlywed in the '60s or '70s, it's very likely that you have similar memories. Back then everything a person would ever need was available in the Sear & Roebuck catalogue. The name over the doorway really mattered a lot when making a purchase. You followed your family's advice and bought things where they bought things when they got married.

Often you purchased all your cars from the same dealership and possibly even the same salesman when it came time for a trade in. You knew your grocer's first name and his kids rode the bus with your kids. Somewhere in your twenty-page paper phone book you had scribbled down the phone number of your family doctor who would answer no matter what time you called. It was different back then.

Brand names used to be associated with recognizable customer service, friendships beyond a sales transaction, and guarantees that really meant it. Over time many of the people who had spent their lives behind counters, in offices, and in garages providing care and service to neighbors, have retired or passed on. Many family businesses gradually began to disappear and were replaced with more modern chain stores with multiple locations.

You gradually didn't know that person who sold you a TV. You had to trust a stranger and that hasn't always gone well, not even in the church. I'm glad for change and I don't ever want to go back. However, many of the people I knew a few decades ago clearly recognized the value of caring about every person who arrived at their door. My mom always had an extra plate handy for an unexpected guest at mealtime. I bet your kitchen was like that too.

We who are the modern church have to do better. The name over the doorway doesn't really mean as much to people as it once did; in the church world or the business world. There is plenty of room for the chain stores and small boutiques when done well.

Maybe what is old can be new again. As it did years ago, caring and kindness still make a big impact in our world. How we buy stuff, how we travel, and how we communicate has changed drastically. How we show that we care about people should never change. People matter most.

Moving forward
God is Good

Bobby D.

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