



for the Christian who wants to know more about Jews and evangelism

JEW'S FOR JESUS®

established 32A.D., give or take a year

Let's celebrate our 40th! *by David Brickner, executive director*

Someone once said that life begins at 40. While I don't believe that, I do agree that age 40 can be a time of great anticipation, as well as being a significant milestone. I hope you won't mind if I reflect a bit as we celebrate our Jews for Jesus 40th anniversary this month.

In the Bible, 40 was a significant number. God's revelation and the power of His Spirit have often showed up in special ways that are marked by the number 40.

Moses was on the mountain for 40 days and nights to receive the Torah. The children of Israel wandered in the wilderness for 40 years (40 years was considered the length of a generation of Israelites). Jesus was tempted in the

wilderness for 40 days and nights. He also appeared on the earth for 40 days between His resurrection and ascension.

Forty years ago, a movement of God's Holy Spirit was also sweeping this nation. In the midst of the counterculture/anti-Vietnam War movement of the late '60s, *TIME Magazine* dubbed it "the Jesus Revolution" as thousands of young people were finding new life in Jesus. Many of those young people were Jewish. That extraordinary phenomenon gave birth to Jews for Jesus, which began as a tribe of young Jewish believers in Jesus, ably led by veteran Jewish missionary Moishe Rosen. The organization he founded was officially incorporated in September 1973.

I remember those early days, though I was not a Jew for Jesus at the time. The Brickner and Rosen families were friends, and I remember Moishe coming to visit in our home in the '70s. He told us what God was doing with this group of newly saved, highly motivated, young Jewish hippies that had gathered

around him. Their creativity and commitment to a bold new approach to Jewish evangelism had caught the attention of Jewish communities throughout the U.S., as well as various newspapers and magazines.

Some of these Jews for Jesus began stopping by our home in Michigan during their evangelistic travels, particularly a very talented group of musicians called the Liberated Wailing Wall.

They seemed larger than life to me. They had such big personalities and there was lots of laughter, but they were very serious when it came to their faith in God and their commitment to proclaiming the gospel. Their obviously Jewish culture and manner and their bold, creative witness made *(continued on page 2)*



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(continued from page 1) them powerful communicators to a community that had been effectively ignoring the gospel message. They not only made it hard for other Jewish people to ignore the gospel, but they also captured the imagination and the appreciation of many in the evangelical church.

It was through the Jews for Jesus ministry that I became a follower of the Lord Jesus while a freshman at Boston University. I began serving with Jews for Jesus as a volunteer, then as a scholarship student. Upon graduating from Moody Bible Institute I joined full-time missionary staff. My first assignment was traveling with that very music team that had so deeply impressed me, the Liberated Wailing Wall!

Through all the years that followed and all my roles with the ministry, I had no idea that I would ever be the next executive director of Jews for Jesus. Nevertheless, I dreamed of what could be, and when Moishe Rosen stepped down in 1996 I was elected (first by my peers and then by our board, in a process Moishe had designed years earlier) to succeed him in this huge task of leading Jews for Jesus. It is hard to believe that was seventeen years ago!

I recently reread the vision statement I presented at the start of my tenure as executive director. I've been encouraged and humbled to see all that God has done to help us realize that vision.

In 1996 I wrote, "We must be prepared to cultivate and train Israelis to reach their own. Now is the time for new energy to be applied to our

work in Israel." Back then, we had a couple of our staff living in Israel, but had yet to establish a strong presence in the Land. Today we are a registered nonprofit in Israel and our Tel Aviv branch is the largest Jews for Jesus team in the world. Our Behold Your God Israel campaign is continuing with vigor. The Moishe Rosen Center for Training and Evangelism is fully operational. We have only begun to see what God will do in the Land.

Just as Israel entered into the Promised Land after 40 years, so Jews for Jesus has entered the Land and will become increasingly "Israel-focused." There are now more Jewish people in Israel than in North America, and some day we will have more Jews for Jesus missionaries there than we have in North America as well.

But many things have changed since 1996, and God has led us in some surprising directions.

For example, back then I wrote, "We will need to raise funds, assemble a staff and learn how to gain access to the major media markets in order to communicate the gospel more effectively." What I didn't foresee was how the Internet would give us amazing access to a worldwide audience. God opened a less expensive door that enables us to reach out more effectively than we could with some of the traditional media markets. Our efforts on the World Wide Web now constitute a far greater part of our evangelistic strategy, and that will continue to increase and enhance our opportunities to reach Jewish people for Jesus.*

As we enter our 40th year, who knows what God will do or where He will take us? I feel the same sense of optimism and enthusiasm I did in '96, and can say now, as I did then, the best is yet to come! The best songs have yet to be recorded, the best books have yet to be written, the best literature has yet to be developed, and the best methods of outreach have yet to be employed in proclaiming the gospel.

Can you see it? Will you celebrate God's goodness and continue to stand with us as so many have done in the past? I just know that with you by our side and with the Lord's promised blessing, we will fulfill a great destiny, the destiny God has promised to us and to His people through the Holy Scriptures:

"The Redeemer will come to Zion, and to those who turn from transgression in Jacob,' says the Lord. 'As for Me,' says the Lord, 'this is My covenant with them: My Spirit who is upon you, and My words which I have put in your mouth, shall not depart from your mouth, nor from the mouth of your descendants, nor from the mouth of your descendants' descendants,' says the Lord, 'from this time and forevermore.'" (Isaiah 59:20-21)

To see more of David's vision statement, use the onlinextra link on p. 3.

**As much as we will continue using the Internet in virtually unlimited creative ways, our in-person meetings with Jewish seekers and new believers will always be at the heart of our ministry.*

We exist to make the messiahship of Jesus an unavoidable issue to our Jewish people worldwide.

Jews for Jesus international headquarters: 60 Haight Street, San Francisco, CA 94102-5895; email: jfj@jewsforjesus.org;

web: jewsforjesus.org; also working in: Australia, Brazil, Canada, France, Germany, Hungary, Israel, Russia, South Africa, Switzerland, Ukraine and the United Kingdom; editor: Ruth Rosen; art director: Paige Saunders; design and illustration: David Yapp;

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onlinextras

The expanded edition of our newsletter at j4j.co/xtras913 gives you:

- testimonies, videos and mp3s of our new trainees
- "So What?" a new feature turns the stories you read in our newsletter into personal encouragement for your own life and witness
- bonus article from our Moscow branch leader about the High Holidays
- bonus bit from our Israel branch, plus beautiful nature photos from one of our Israeli staff

IMPORTANT JEWISH HOLIDAYS THIS MONTH:

Yom Teruah, the Feast of Trumpets (more commonly known as Rosh Hashanah, the head of the year) begins at sundown September 4. It's appropriate to send your Jewish friends Rosh Hashanah cards anywhere from a few days before the holiday begins to a week or so after.

Yom Kippur, the Day of Atonement, begins at sundown on September 13.

Sukkot, the Feast of Tabernacles (or booths), starts on sundown September 18 and goes through sundown September 25.

Simchat Torah, right on the heels of Sukkot, comes at sundown September 26. This traditional holiday is not mentioned in Scripture; it celebrates the completion of the cycle of Torah readings in the synagogue as well as the beginning of the cycle all over again.

For a Messianic perspective on Rosh Hashanah, Yom Kippur and Sukkot, go to jewsforjesus.org and select the Judaica menu. From there, choose "Holidays."

prayer prompters

Please pray for:



God to enable us to make our celebration of 40 years of ministry in Jews for Jesus really count as an occasion to glorify Him and introduce people to Him (p. 1–2)



our trainees in New York and Israel, to have godly energy and strength to learn and also to bond with their teammates (p. 4–5); wisdom and grace for their trainers (Amer and Karol in New York, and Yoel in Israel)



many Jewish seekers to attend our Messianic High Holiday services, and for godly inspiration for those preparing to give messages at these services (p. 7)



salvation for Jennifer in the DC area (p. 7); also for Karen and Adam in Los Angeles, and for Yosi, Dudi and Dudi's girlfriend in Israel; praise God for Eli continuing in his faith in Israel, and also for answered prayer in the life of Esther in Moscow (p. 8)

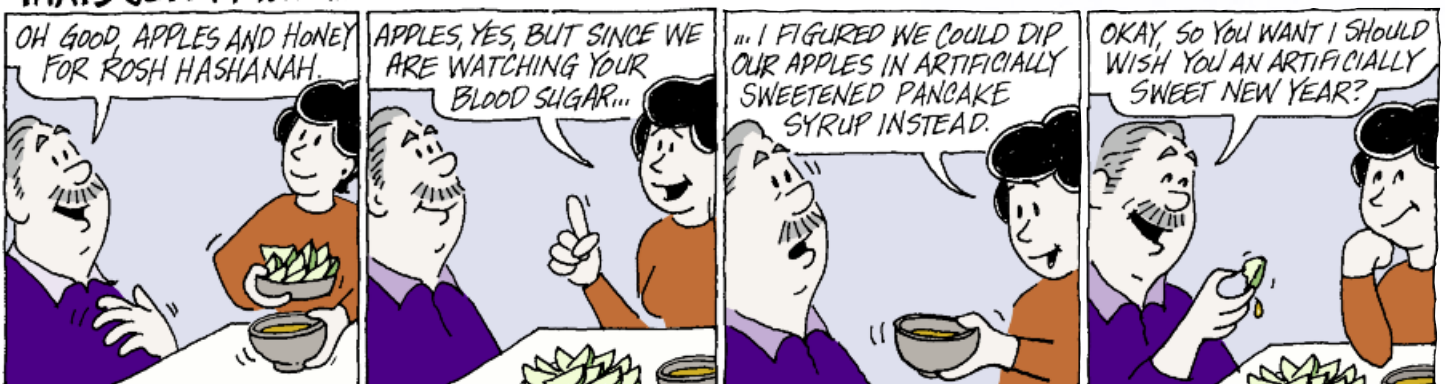


our upcoming Behold Your God Israel campaign



God's blessings as we continue investing in the next generation of Jews for Jesus

THAT'S JUST MOISHE...



This month's banner photo: Sam Rood, a missionary with our New York branch, chatting with a passerby during our Summer Witnessing Campaign.



Meet our new trainees!

This is a fun group of people to get to know, and since space is limited, we're really loading on the onlinextras this month (see the link on p. 3). So please . . . take the opportunity to go online so you can get to know and pray for our missionary trainees.

Three of our newer Israel staff—Eli and Shoshana Birnbaum and Alex Adelson—are being trained in Israel, by Israelis! (Yup, just like David Brickner had envisioned, seventeen years ago.) Our main training center is still in the heart of Manhattan, one of the greatest places on earth to develop communication skills.

Also, we've introduced three of our current trainees previously—as associate staff: the above-mentioned Eli, as well as Isaac Brickner and Dan Tasman.



We'll start by introducing **Jesse Danziger**.

You may have prayed for Jesse's salvation back in January 2011, after Rob

Wertheim (leader of our San Francisco branch) wrote about meeting him at San Francisco State University. In August 2012, we told you that Jesse not only had come to faith but also was serving with us on Massah, our short-term evangelism and discipleship program. Jesse also

worked as an intern at our San Francisco headquarters, and now he's a missionary trainee! While in training for our New York City Summer Witnessing Campaign, Jesse was interviewed by Moody radio, and he's a real natural on the air. You can read/hear more of Jesse's story with our onlinextras.



From the other side of the country, and with a completely different story, we're pleased to introduce **Lisa Smolovitz**. Lisa

is a Jewish Brooklynite through and through, cut from the same cultural cloth as many of our original Jews for Jesus missionaries. She is training for the work of a Jewish evangelist as a second career, having taken early retirement from her New York teaching position. Lisa brings above-average levels of maturity and communication skills to this year's training class, as well as a sense of adventure on par with that of our younger trainees. You can read more about Lisa or watch her describe her journey of faith on video with our onlinextras link.

Next we'd like you to meet **Amy Moore**, who recently graduated from Moody Bible Institute (with a Bachelor of Science in biblical studies) and will be specializing in children and youth ministry. It's no wonder, since she found herself facing challenging circumstances



at a young age and came to faith at a youth retreat. (More about that online.) Amy has helped with our children and youth programs

at several Ingatherings as well as at Camp Gilgal. In 2011 Amy challenged herself to grow in the area of direct evangelism by participating in our Massah program, and she returned to Massah in 2012 as an intern to help others do the same. Amy is great at drawing people out and her organizational skills are off the charts!

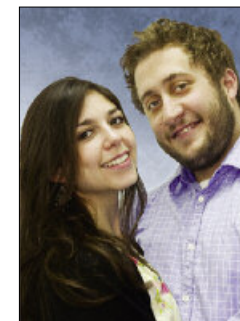


Daniel Tasman, previously an associate student (recently graduated from Grace Bible College with a

bachelor of science degree in ministry and leadership), has been involved with Jews for Jesus for many years. He says, "I know I have been called to a life of Jewish evangelism, partly from my involvement in Jews for Jesus summer camps (including my three-year commitment to Camp Gilgal Midwest as a co-director) and the 2012 New York City Summer Witnessing Campaign. But I also believe that God led me to make the leap into full-time ministry through my personal *parsha* studies (see page six), specifically those

stories about people who took matters into their own hands when God commanded otherwise." Dan is full of energy and entrepreneurial ideas. Read more about him online.

Finally we have three couples, the Birnbaums, Brickners and Adelsons, all of whom met through our ministry.



Eli and Shoshana Birnbaum Eli, a graduate of Ramat Gan College with a bachelor of science degree in economics

and management, has been involved with Jews for Jesus for several years. Most recently, he led this year's Massah team and did a great job of communicating the excitement of that outreach through Jews for Jesus *RealTime* (see our June, July and August editions by choosing "*RealTime*" from our publications menu at jewsforjesus.org). He and his wife, Shoshana, are also at the heart of a growing ministry through our Moishe Rosen Center in Tel Aviv. They have a heart for reaching young Israelis. (Prior to coming on staff with us, Eli pioneered an evangelistic outreach to Nigeria as well as a soldiers meeting in both Tel Aviv and Jerusalem.)

You might have read about a divine appointment Shoshana had on our 2009 Summer Witnessing Campaign

in New York City. She was able to trust God in a frightening situation, and in the process, led a Jewish man to faith in Jesus. Check it out at j4j.co/rt0709. Shoshana is from Mexico, and traveled a long way to attend Camp Gilgal. She says, "Jews for Jesus has always given me a lot since I was little, even before I realized how it was shaping me and giving direction to my life. I want to learn as much as I can about evangelism, discipleship and interactions. I am excited to give a little back to other people of what God has done for me through this organization."



Isaac and Shaina Brickner These two met as kids at Camp Gilgal, and married after dating off and on for five

years. They both recently graduated from Biola; Isaac with a bachelor of arts degree in biblical and theological studies and Shaina with a bachelor of science in nursing. They are the proud parents of daughter Norah. Shaina will be auditing our training classes part time while Isaac is a full-time trainee.

Isaac brings a lot of creativity to our ministry, particularly through his music. However, if you think that adult children of our missionary staff such as Isaac are automatically bound to become missionaries, think again! And be sure to check

out our onlinextras to read more about Isaac and hear a sample of his music.



Alex and Svetlana Adelson Alex was born in Russia and was still a child when his Jewish grandfather,

mother and sister became believers. He was fourteen years old when he and his family moved to Israel. While Alex is very much an Israeli, he is also very much in touch with the culture in which he grew up, and is passionate about reaching Jewish people who have come to Israel from the former Soviet Union. Alex participated on our witnessing campaigns in New York City and Haifa before coming on staff. His wife, Svetlana, has been volunteering with us and is an integral part of our Tel Aviv branch. Alex and Svetlana are currently expecting their first child.

Once again, you can read more about Alex and our other trainees through our onlinextras link on page three, and you'll also find videos and mp3s to see and hear more.

Maybe you'll even "adopt" one of these trainees to pray for and write words of encouragement to. Each one has a staff page at jewsforjesus.org/missionaries.



Filling tool boxes

by Yoel Ben David

Each missionary trainee arrives with his/her set of skills, but none of us come fully prepared for the range of tasks expected of a Jew for Jesus missionary. I have the privilege and the pleasure of watching newer missionaries sharpen and add to their skills as they fill their “ministry tool boxes.” Most recently, my family and I have moved back to Israel where I’m training our newer Israeli staff.

Before our family moved back to Israel, I had the privilege of leading our London branch. I particularly enjoyed our monthly meeting, “Havurah,” for which I normally taught from the books of Moses. The goal was to initiate a dialogue within the room about some of the topics covered in the weekly parsha.

The parsha is the weekly reading from the Pentateuch used in the synagogue. It normally spans three to five chapters and is split into six separate readings to be read by different synagogue members. Each week there is also a reading from the prophets. The readings from the prophets assigned to each parsha are carefully selected, and as far as I know, only one of the well-known Messianic texts is ever mentioned. (The prophecy from Isaiah 9:6 is found the week of Jethro’s parsha.)

This tradition has been going on for centuries. Many believe that Luke 4:16-21 shows Jesus participating in that tradition during the Shabbat service at His home synagogue. In the passage, Jesus is

given the scroll of Isaiah. The Messiah chooses to read Isaiah 61:1–2, which would not be a normally assigned reading. That might explain why people were staring at Him as He sat down. As we can read from that section in the Gospel, Jesus was there to cause a reaction—and that is exactly what He got when He announced that the prophecy He had just read was being fulfilled “this day.”



In contrast to this very public display, today a rabbi is more likely to give a teaching to the members less formally, during the week or on Saturday afternoon. This teaching will explain the parsha using lessons from the Talmud and other Jewish sources.

That is why the London branch studies from the parsha on a weekly basis, too, even when not preparing for the monthly gathering. (It has made for some interesting conversations when team members engage with Orthodox Jews, who might not expect us to know and be able to discuss the parsha.) I enjoyed watching members of the team taking turns finding the

meanings of the text from within the Bible. I have seen each missionary’s ability to do this grow. Among them has been Simon Lissak, who was overjoyed when he began to receive invitations to return to churches where he had spoken. Preaching was not one of the tools that Simon had in his box upon arrival, nor was discussing the weekly parsha, but he has made great effort and has succeeded in adding these tools to his box! [While most of the Bible study

skills our missionaries learn are for the purposes of studying with seekers, we do speak in churches as we look for Christian partners who want to support us with prayers and finances.] Please pray for our teams in London, Israel and all our other locations as we reach out to our Jewish people with the Word of God.

For more about Yoel, go to j4j.co/yoelbd

If you are interested in knowing more about the weekly synagogue readings, Sean Trank in our multimedia department has done a great job at presenting quick summaries that are fun as well as instructional. Go to: j4j.co/parsha1



Yoel and Adel Ben David

Reaching out on **Rosh Hashanah**

by Lynn McCoy

Rosh Hashanah is just around the corner! I've been praying that God would bring many Jewish seekers to our holiday services, and that they might come to faith in the Messiah and Redeemer of Israel. I also pray that the seed sown in previous years will bear fruit in the hearts of people like Jennifer.

Jennifer attended our Washington, DC Rosh Hashanah service after looking us up on the Internet. She wanted to learn more about how to bring her "Christian" beliefs and her Jewish background together. After the service she sent me a very nice email with a great many questions. One in particular was how she could get closer to Jesus. I responded that I would be happy to get together. I was expecting a new Jewish believer in need of discipleship.

I soon realized that I was wrong. Jennifer wanted to learn how to become more "in tune" spiritually with Jesus, but her beliefs came from the teachings of Edgar Cayce, and mixed biblical teaching with ideas that are contrary to Scripture.

I prepared for my first meeting with Jennifer by reading about Cayce. I knew I needed to learn more about what he taught in order to help Jennifer see that his teachings and that of Jesus are not compatible. I told Jennifer that "While I don't doubt that Cayce regularly read and even taught the Bible, it does not mean that his 'psychic readings' and 'prophecies' are biblical. In fact,

much of what he taught goes against Scripture."

She asked, "How could that be?" "Okay," I said, "let's take for example, Cayce's belief that 'all is one, or the oneness of all force.' He would say that 'everything is part of God.' The Bible doesn't teach that. It teaches that God is the Creator, and He stands apart from His creation." Jennifer was open to listening, but I'm not sure she was willing to give up beliefs that she had been clinging to for years.



The next time I saw her, we dealt with another belief that was the foundation of her "faith" in Cayce's teachings. That is her belief in reincarnation. She insisted that Cayce taught it was in no way against the Word of God. "Yet," I pointed out, "the book of Hebrews tells us, 'it is appointed for men to die once, but after this the judgment' (Hebrews 9:27). This verse leaves no room for the doctrine of reincarnation. In fact, he goes clearly against Scripture."

Continuing, I said, "But look at it this way. The purpose for reincarnation is for us to work out the kinks of our previous lives, and therefore, we should come back as better people. If

this is true, then the world throughout the ages would be getting better, as people progressed. But the world had not gotten better, it becomes more and more evil, doesn't it?" She agreed, but still this was going to be tough for her to give up.

I shared many Scriptures with Jennifer that day, and since then we have met occasionally through video conferences on our computers. Jennifer continues to be attracted to Jesus but also to non-biblical doctrines.

However, there have been many other Jewish people who were once attracted to Cayce's teachings but eventually transitioned from them to a biblical and genuine faith in Jesus.

Please pray that Jennifer will continue to meet with me. But more importantly, please pray that she comes to understand and accept the truth of the gospel.

Maybe Jennifer will come to this year's Rosh Hashanah services and gain a sense of the holiness and authority of God's Word over popular teachings. Please pray for God to work through all our High Holiday services around the world!



Lynn McCoy

Los Angeles

Sarah Ascher reports, "If you didn't know, our branch office is right across the street from the campus of UCLA. Students pop in on a regular basis to inquire about who we are and what we do. Recently two students, Karen* and Adam,* came in and said, 'We saw your sign and we want to know more about Jesus.' Turns out they were both raised without any particular religious focus; in fact, both said their parents are atheists. They have begun attending our Tuesday night Bible study regularly. Usually they sit quietly and listen. But as we were going through the Gospel of John, we came across a verse that talked about one of Jesus' miracles and the text said, 'and the disciples believed.' The question arose: *Hadn't the disciples seen other things Jesus had done before this point? Hadn't they believed before?* Suddenly Karen piped up, 'I think it is human nature to have doubts and questions. I think it is cool that God continues to confirm that Jesus is God for the disciples over and over again.'

Perhaps that was a window into this young woman's heart as she doubts and questions, but recognizes God confirming truths for her about Jesus. Please pray for Karen and Adam."

Moscow

Olga Ammosova reports, "I have an elderly contact, Esther, who has been attending our Shabbat meetings for about two years. I wrote about her in the past, when she had just received the Lord into her heart sincerely and with joy. Many things have changed in Esther's life during these two years. She has drawn closer to

bits from the BRANCHES

God, can understand His Word better, and tries to trust her life to Him. The Lord strengthens her faith through answered prayers: Esther's son found a job and got married. Also, her elder sister, Rebecca, came to our Shabbat meeting and received the Lord. Esther still has her difficulties, but little by little, Y'shua (Jesus) is becoming the center of her life. Thank you for praying!"

Israel

Oded Cohen reports, "Our deep thanks to you for your precious prayers. Just the other week my wife Bimini asked me, 'How is Eli? One of our supporting friends wants to know. She is praying for him.' After eight long months of not being able to reach him, just that small reminder encouraged me to try calling him again. This time he actually picked up the phone and reassured me that his faith is still strong. (He is the

Hassidic Jewish man I disciplined weekly for over a year before he suddenly 'disappeared' last fall.) That same week, I reconnected with three other people I hadn't been able to reach for months, including another Hassidic man who is not yet a believer.

"We also invited my photography** friend Dudi* over for dinner, along with his girlfriend. Neither of them are believers (yet). Since Dudi has been trying unsuccessfully to explain what we believe to his girlfriend, he asked *me* to! So almost our entire time together was spent discussing the gospel. They are both very open and curious about the possibility that Jesus might be the Messiah. Please pray for them!"

Editor: for a surprising story from Oded, see the bonus bit via the onlinextras link on p. 3.

Alex Adelson reports, "I had a visit with Yosi. He is open to the gospel but he is very much influenced by his rabbi. He believes that being born Jewish and trying to do *mitzvot* (good deeds) guarantees him a free ticket to heaven. I spent some time trying to help him understand that it's not true, but it was very difficult for him to even think that he might be wrong. Still, he agreed to continue to meet and study the Bible. Next time we will learn about the sacrifices and the Day of Atonement. Please pray for Yosi to understand the need for a Savior and not just rely on his good deeds."

* Not their real names

** If you'd like to see some of Oded's photos, use the onlinextra link on p. 3.

