



Messiah Lutheran Church
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The Messiah Messenger

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Visit Us

www.mlhouston.org

Worship with Us

Sunday service @ 9am
In-Person and Facebook Live

FB: *Messiah Houston*

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Messiah Lutheran Church
develops disciples who are:



*United
with Christ*

*Transformed
by Christ*

*Obedient
to Christ*

We are in the business of
making disciples...
who make disciples.

*“We All Need a
Little Jesus!”*

Outreach Ministry



Coming Soon

Daily – Doggedly – Daringly

Embracing Our Neighbors with Jesus’ Unconditional Love

From the Pastor



Hark, the Voice of Jesus Crying

*Hark, the voice of Jesus crying,
"Who will go and work today?
Fields are white and harvests
waiting--*

*Who will bear the sheaves
away?"*

*Loud and long the Master
calleth;*

Rich reward He offers thee.

*Who will answer, gladly saying,
"Here am I, send me, send me"?*

*Let none hear you idly saying,
"There is nothing I can do,"*

*While the multitudes are dying
And the Master calls for you.*

*Take the task He gives you
gladly,*

*Let His work your pleasure be;
Answer quickly when He calleth,
"Here am I, send me, send me!"*

Daniel March

Dear Friends in Christ,

New year greetings in the name of Jesus!

A few weeks ago I was listening to Michael Berry speak about brands.

Your brand is what you're known for and can usually be summed up in few memorable words.

Can you guess the following businesses by their brands?

- American-made furniture delivered today
- Good stuff cheap
- Louisiana fried chicken and sides

Those would be Gallery Furniture, Ollie's and Popeye's

Their brands describe what they are all about, what they focus on, what defines them, and how they invest their time, energy, and capital.

Suppose one of Mattress Mack's employees suggested that, in addition to selling American-made furniture delivered today, they expanded their café (yes, they have one) into a full service restaurant.

I suspect that Mack would say, "It's off-brand. We sell furniture, not food."

Although Gallery Furniture does have a small café, it's not what they are known for. It's not their brand.

How about Messiah? What is our brand? What are we known for?

Our brand might be "Home of Gabriel Comfort Dog."

Or, "Top Notch Early Childhood Center."

While those things are true, do they describe what Messiah is all about, what defines our purpose or mission as a church?

As we move forward into 2025, we are going to ask ourselves that question, what is our brand, what sums up what we want to be known for.

The answer to that question will shape and determine our future.

It's a question worth asking.

Yours in Christ,

Pastor Engel

What's Our Brand?

