

SEPTEMBER 2009



L'shannah Tovah – by steve cohen

May your name be inscribed for a good year! This is the traditional greeting shared among Jewish people as we prepare for Rosh Ha Shannah, the New Year, 5770, beginning at sundown on September 18th. Rabbis mark the Jewish calendar from the Biblical time of creation to now, using a lunar cycle for the calendar.

The marking of the New Year is heralded with the sounds of the *shofar*, the ram's horn. Jewish tradition says that God began his work of creation with the sounds of the shofar, and there is a command to listen to the sofar at this season drawn from Leviticus 23: 23-25 *The LORD said to Moses, "Say to the Israelites: 'On the first day of the seventh month you are to have a day of rest, a sacred assembly commemorated with trumpet blasts. Do no regular work, but present an offering made to the LORD by fire.'* "

This day marks the beginning of a ten-day period of introspection and reflection leading up to the holiest day in the Jewish calendar, Yom Kippur, the day of Atonement. According to Jewish tradition, when the shofar is sounded at Rosh Ha Shannah God opens up three great books in heaven: The Book of Life; The Book of Death; and an intermediate book. Those who have lived a most holy life in the preceding year automatically have their names inscribed in the Book of Life; conversely, those who have lived a most wicked life have their names automatically inscribed in the Book of death. The rest of us have our names placed in suspension in the intermediate book, and have the next ten days to "get our act together".

During this time in introspection, and reflection, we seek to amend our ways and failures of the past and to make restitution or seek forgiveness for past damages or sins. This is done to make things right with our fellow man so that we might approach God on Yom Kippur to seek forgiveness for our sins and be restored. When the final shofar blast is sounded at the end of Yom Kippur on September 28th, the books will be closed and our names placed in either the Book of Life of the Book of Death and fates sealed for the coming year. What is the determining factor as to which book one's name is inscribed? There are many opinions. And no one really has assurance that they will live to the next New Year.

We are a faith mission supported by the sacrificial gifts of God's people who donate over and above their regular church giving. Our budget is \$45,000 per month. **YOUR HELP IS NEEDED NOW!**

If you would like to give a gift, you can go to our web site, call our office at 1-888-51-Apple or send your check.

*****If you prefer, we can set you a set of envelopes to mail in your regular gift, just let us know.**

Thank you for enabling us to go and grow in our 14th year of missionary service!

Steve Cohen, founder

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Our Bible does tell us that there that there is a book:

Revelation 21:22-27 I did not see a temple in the city, because the Lord God Almighty and the Lamb are its temple. The city does not need the sun or the moon to shine on it, for the glory of God gives it light, and the Lamb is its lamp. The nations will walk by its light, and the kings of the earth will bring their splendor into it. On no day will its gates ever be shut, for there will be no night there. The glory and honor of the nations will be brought into it. Nothing impure will ever enter it, nor will anyone who does what is shameful or deceitful, but only those whose names are written in the Lamb's book of life.

It is appropriate to send a holiday greeting card, along with your prayers that your Jewish friends will come to know Jesus, for through His blood, all people can be assured of a great year and eternity with their names inscribed in the Lamb's Book of Life!



FROM THE E-MAIL BAG....

Dear Mr. Cohen,

My mother heard you speak recently at her church in Anaheim. She was so taken with you, that she sent me your newsletter, a tape of your talk, the program at the church service, and some literature. I didn't know whether to laugh derisively, or cry with frustration. I have decided to do neither. You and your group are not worth my emotional upheaval.

But I did feel a strong urge to write you, and let you know my reaction.

I have been a Jew for about 28 years now. I chose this path because it's what I believe I should be. My Lutheran mother, to this day, apparently has never gotten the point that her oldest daughter cannot be a Christian, that she chose this with a free mind and spirit.

I cannot condemn your group. You have your own paths to follow. But every time I hear about Christians proselytizing Jews, I have to wonder? WHY?! Why would Jews, after centuries of ostracism, betrayals, belittlement, persecution, and condescension, want to hear what you have to say? Why would Jews trust Christians? Why do you want to erode our identities? Why do you want to twist Christianity into something it is not? Why would Jews, who are committed to One Name and One Being, believe in any other divinity? Why do you think you can co-opt our belief to serve your own?

Leave us alone. Jesus is Jesus, he's not Y'shua, he doesn't help us, he is not necessary to us. Jews don't believe in Original Sin, and that's the only reason Christians have Jesus in the first place. We are not damned, we don't want your help in fading into your background, we want to be left alone.

A lot of people fall under your spell. Jews for Jesus, and Messianic Jews, and all the rest of these mashed-up theologies are going strong. Heaven help us. You couldn't subsume us in the Inquisition, nor in the Holocaust, so now you're going after us with sweet words and ostensibly brotherly love. I don't buy it. I never will. And with Hashem's [God's] help, our people never will. -- Jane S.

Shalom, Jane.

Thank you for your e-mail which I received today. You are very blessed to have such a caring, loving mother who, like all parents, only seeks the best for their child. My late wife, Jan, and I have five children. We kvell when things go well, and are pained when they don't. That is because we love them.

I was born Jewish, my parents are Jewish, my grandparents were Jewish. And as a believer in Jesus, I am more Jewish today than at the day of my birth since I have found fulfillment in God's promises to bring us Messiah - Jesus (his Hebrew name IS Y'shua).

I was taught to care for our fellow man and to seek to ameliorate their troubled condition. That is what we as Jewish people are called to be, from the days long before Messiah, we were called to be a Light to the Gentiles. We were called to go and tell those lost in paganism, idolatry, heathenism, animism, etc that indeed there is but one true living God, the God of Abraham, Isaac and Jacob. It was God's directive that we proselytize the gentiles so that they would not perish in eternity.

In answer to your question of "Why?", the only thing I could say is that because God loved us so much that He sent our Messiah to make payment for our sin. The most unloving thing we could do is keep silent.

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I all to well learned the lessons of the past including the Holocaust - and there were extended family of Cohens who perished. Many have asked, "Where was God during those tragic times?" I do not have insight into the ways of the Almighty, for His ways are far above ours. But the cause of this tragedy was not because of Jesus, it was because of sinful human beings. If you recall anything from your upbringing, you will note that Jesus did not say Go and kill, but lay down your lives one for another.

You are right that people have mistreated others, but that is really not the issue here. The issue is truth. Does God love us? Does He care? Has he intervened in Human history? Are the promises in the scriptures about our Messiah true? Have they been fulfilled?

The first followers of Jesus were Jewish people. Jesus was Jewish. The norm was to be Jewish and believe in Jesus, the question was ... could gentiles follow Jesus without first becoming Jewish?

Acts 5:6-11 The New Testament:

5Then some of the believers who belonged to the party of the Pharisees stood up and said, "The Gentiles must be circumcised and required to obey the law of Moses." 6The apostles and elders met to consider this question. 7After much discussion, Peter got up and addressed them: "Brothers, you know that some time ago God made a choice among you that the Gentiles might hear from my lips the message of the gospel and believe. 8God, who knows the heart, showed that he accepted them by giving the Holy Spirit to them, just as he did to us. 9He made no distinction between us and them, for he purified their hearts by faith. 10Now then, why do you try to test God by putting on the necks of the disciples a yoke that neither we nor our fathers have been able to bear? 11No! We believe it is through the grace of our Lord Jesus that we are saved, just as they are

How then shall we live? We human beings have never been able to live up to all of God's commandments. (In case you are not familiar with all 613 commandments we are called to keep 24/7/365, they can be found on our web site under the Bible study section).

God calls us to be as Holy as He is, be as perfect as He is. Of course we can not do that, we all fall short. That falling short is called sin (hebrew means to miss the mark). Many want to think that there are no consequences for our sin. But the Tenakh is quite clear, there are real consequences:

Isaiah 59

*1 Surely the arm of the LORD is not too short to save,
nor his ear too dull to hear.*

*2 But your iniquities have separated
you from your God;
your sins have hidden his face from you,
so that he will not hear.*

Ezekiel 18:4

4 For every living soul belongs to me, the father as well as the son—both alike belong to me. The soul who sins is the one who will die.

Daniel 12:1-2

1 "At that time Michael, the great prince who protects your people, will arise. There will be a time of distress such as has not happened from the beginning of nations until then. But at that time your people—everyone whose name is found written in the book—will be delivered. 2 Multitudes who sleep in the dust of the earth will awake: some to everlasting life, others to shame and everlasting contempt.

Jane, your mother loves you. God loves you. They want the very best for you. His best is that you receive redemption and salvation through the Jewish Messiah. My prayer for you is that you would honestly seek the truth.

Thank you for writing, I would be interested in your response...

Yours sincerely,

Steve Cohen



Nancy's Corner

Like the deer running for water even to places contrary to their safety – people are daily becoming more dissatisfied with today’s standards and climate and are searching for an answer. People are hurting and needing answers to their own emptiness and longing for peace.

I'm Thirsty!!!

“Say not ye, There are yet four months, and then cometh harvest? Behold, I say unto you, Lift up your eyes, and look on the fields; for they are white already to harvest.” John 4:35

Toi, my daughter, and her husband Richard live in Austin, Texas. They are in a wonderful subdivision only two blocks from a lake. The weather in that part of our country has been intense this summer and the heat unrelenting with the average daily temp staying a consistent 101. Even the Middle East had a better climate! They are on a water ration for their lawns and are only allowed two hours in the morning and two hours in the evening. Cattle in the surrounding area are being affected and dying because of the ration and draught situation.



Recently they returned to their home in the evening and upon entering their neighborhood, they were aghast at the scene they encountered. House upon house had at least two to three deer grazing. There were even deer walking leisurely in the street! By the time they reached their home, they had counted at least 30 deer within three blocks! The water situation was driving them deep into the city for refuge and food.

I thought about our society’s situation today, here in the States. We are in a spiritual draught here in America. I know St Louis is certainly not a spiritual Mecca! From our campuses to our suburbs to the carnal lust for sports in Baseball City (and I only call it carnal because there is more zeal for sports than God in this country), there is a screaming void of Godliness!!!

What to do????

“Jesus answered and said to her, “.....; but whoever drinks of the water that I will give him shall never thirst; but the water that I will give him will become in him a well of water springing up to eternal life.” John 4:13,14

We need to be water bearers’ willing to share the Living Water. It’s our responsibility as believers in the One who gives peace and changes lives. Let’s offer them a drink:

“Even now the reaper draws his wages, even now he harvests the crop for eternal life, so that the sower and the reaper may be glad together. Thus the saying ‘One sows and another reaps’ is true.” John 4:35-37

UPDATE: *I was recently told of a blessing that has me encouraged to continue to tell the Good News! Two of the women from my min-seminar in Chicago, made a commitment to go weekly together door-to-door and share the Word. Since our time in May, they have brought someone to Faith and have seen them baptized and join the church! They also met a family who made a commitment to re-connect with the church and have put their child back into the Lutheran school!!!! PTL for this good report! God be glorified! These reports bring honor to God and encourage the believer!*

This is from my heart, nancy

Nancy Cohen is a volunteer with The Apple of His Eye

Friendship Evangelism for Jewish friends?

Would you like to grow closer to your Jewish friend and have a conversation about your faith... *without* upsetting your friend? Alan Butterworth from Apple of His Eye will deliver a "Shalom" fruit basket to your friend, with a card from you. All of this is appropriate for the High Holy Days, and will be gratefully received.



Last year, Ruth, one of the Jewish ladies who received a basket and a card, was in a nursing home. She was so grateful, she called her Lutheran friend to say thanks. Alan had given Ruth's friend some ideas about how to steer the conversation toward the Gospel, and she did just that. It was just in time as Ruth died just days later! We pray she received that free gift of eternal life through faith in Yeshua (Jesus).

Will you share this gift with your friend?

Rosh HaShanah (the New Year) starts Friday night, September 18. Just 10 days later comes Yom Kippur. One of the traditions for these holidays is to share gifts of Apples and Honey and cards that express the hope that your friend's name will be written in the Book of Life. Apple of His Eye will take care of all this for you for a requested gift of \$25. The deliveries will be made during this coming week and the week beginning September 14... so don't delay!

If you are interested, please contact: **Alan Butterworth** at **314-330-6977** or philemonv6@aol.com. He will talk to you about your friend and get his or her address. If they live in a gated community, he will need their phone number.

Even if you are not interested, we would be grateful for your prayers. If you are willing to help assemble the baskets, or deliver them, please let Alan know. Let's pray that this year, many Jewish people will come to faith in the Jewish Messiah!



Please pray for Pam Butterworth and Josh Butterworth, Alan's wife and son. They both have gone to serve in the Army in Afghanistan and will be there for some time. Also pray for their families who are not able to be with them during this time of separation.



Shalom Fruit Basket - Request Form

Complete and send to: The Apple of His Eye, PO Box 6977, St. Louis, MO 63123

A check for \$25 (to Apple of His Eye) is enclosed. Please send a basket to my Jewish friend:

Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____

Red Light Delivery (Do not try to share the Gospel).

Yellow Light Delivery (Share unless there is resistance).

Green Light Delivery (Attempt to share the Gospel).

I do not want to send a basket at this time, but I am enclosing a **donation** of \$_____ to help with the costs of this project.

I will **help you deliver** baskets. Contact me: a **friend** may be interested.

Your Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____

e-mail _____



PLEASE NOTE:



If you receive electronic communications from us, your record has been coded to receive e-newsletters as well as e-receipts. **If your email address changes, please let us know so we can update our records.**

Applications are now being received:

Our faithful Executive Assistant, Rev. Ivan Peterson, is looking to hang up his keyboard and put away his calculator to retire. Before that happens, we want to draw on his experience by taking on a new Executive Assistant to be trained to replace him (though he is unreplaceable :-)) So, we are now seeking a qualified person to join our Apple of His Eye family in St. Louis.

The successful candidate will have at least 5 years of office management experience, is knowledgeable or willing to quickly learn the following computer programs: Indesign; Filemaker; Microsoft Word, Quickbooks and understands how to maintain a database. The candidate will be capable of leading volunteers in various in house projects. The candidate relates well with the public and brings our creative efforts to life through our in house printing. Being a rostered LCMS minister is a plus but not mandatory.

Salary and benefits to be discussed.

SEND AN E-MAIL TO: steve.cohen@appleofhiseye.org for your application.

One of the inherent problems with e-communications is that people no longer receive an envelope to make a gift. Gifts can be sent electronically through our website or we could send you a supply of envelopes (tell us how many you could like).

We also have automated giving programs in place whereby an amount of your choosing can be put on your credit/debit card or we can draft your checking or savings account on a monthly, quarterly or annually. I would need to have you fill out an authorization form, which could be sent electronically. If you are interested in any of these programs, send me an email or call our toll free number -- 888-512-7753 (51APPLE).

Considering a second career?

The Apple of His Eye is looking for people who have great life experiences which they could bring to bear in the North American Mission Field. We are looking for a few good men and women who can join with us.

SEND AN E-MAIL TO: steve.cohen@appleofhiseye.org for your application.

Thank you for your prayers. If we can help you witness to your Jewish friends, let us know. How can we be praying for you? Let us know and we will include your prayer requests during our daily prayer time here in the office.