

Covenant Business Network

September 5, 2011

www.covenantbiz.biz

We meet the third Wednesday of each month
at Pappadeaux Restaurant @ Frankford & the Tollway
11:30 am to 1:00 pm

Do we have your current biography? Please click [here](#) to submit your biography online.

Randy Dornan

Texas Backyard Retreats



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Lewisville, TX

Randy sums up his attitude as follows:
The longer I live, The more I realize the
impact of attitude on life. Attitude, to me

Know Your Customer

TGIF Today God Is First
Volume 2 by Os Hillman

*"Be sure you know the condition of your
flocks, give careful attention to your
herds"*

-Proverbs 27:23

Identifying and meeting the needs of customers is key to any successful marketing venture. Many years ago Coca-Cola decided to introduce a new Coke. They conducted research among loyal customers to determine if the new taste would be embraced by Coke customers. The evidence proved that the new Coke would be successful. However, what Coke did not realize was the emotional attachment Coke users had to their existing Coke product. It created a massive outpouring of negative publicity when Coke users rebelled against the new Coke. Loyal Coke drinkers may have liked the taste of

is more important than the past, than money, than circumstances, than failures, than success, than what other people think, say or do. It's more important than appearances, giftedness, or skill. It can make or break a company, a church, a home or an individual. The remarkable thing is we have a choice everyday regarding the attitude we will embrace for that day. We cannot change the fact that other people will act a certain way. We cannot change the inevitable. The only thing we can do is play the string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% how I react to it. We are in charge of our daily attitudes that affect our lives and more importantly others' lives.

Randy and his wife Cindy have one son, Cameron. His favorite pastimes include tournament bass fishing, motorcycle trips and anything he can do with his son. The Dornans worship at Covenant Church.

Special Guest speaker for September Luncheon

the new Coke, but they did not want it as a replacement to what they were accustomed to.

The man responsible was fired. It became one of the most famous marketing blunders ever. However, the story does not end here. The company eventually turned a bad situation into a positive one. Coke ended up having two versions of Coke - new and old. The man responsible was rehired and went on to be successful in the company.

Jesus sought to meet the needs of His customer by ministering to their needs as His Heavenly Father revealed them to Him. Their real need for salvation did not get met until Jesus met a physical need that allowed Him to reveal the true need they had. Some of your "customers" have a perceived need for your product. But they also have a spiritual need they may not realize they have. God wants to use you to meet both needs.

That's why it is important for you to know your customer.

URGENT Special Note

We are out of biographies to include in this newsletter. Please be sure to visit www.covenantbiz.biz and fill out your member bio so we can include you and your business in upcoming issues.



PAUL'S APPEAL TO THE GALATIANS

By creatively casting the audience either as one of the individuals directly responsible for performing (not merely reading!) this letter for the Galatian churches, or as one of the individuals assigned to accompany them for protection on the journey and for accuracy of transmission, this dramatic sermon draws audiences into the story-world of Paul through a highly emotional reenactment of the actual writing of Paul's Epistle to the Galatians. The presentation reflects the apostle's consternation over the imminent defection of his dearly-loved converts and his anger toward the false teachers who were leading his converts astray. Godly living is hailed as the only appropriate **response** to God's free gift of salvation--and dethroned as a **means of attaining** it.

FOR BOOKINGS, CONTACT:
DR. ROB STARNER
PROFESSOR OF GREEK AND NEW TESTAMENT
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