



**YOUR JUNE 2023 Apple of His  
Eye Mission Society Newsletter  
is ready.**

PO Box 1649 Brentwood, TN 37024

**THE HIGHEST  
FORM OF  
WISDOM IS  
KINDNESS.**



**"HUMAN KINDNESS HAS  
NEVER WEAKENED THE  
STAMINA OR SOFTENED THE  
FIBER OF A FREE PEOPLE."**

Franklin D. Roosevelt



## May we shout for joy over your salvation, and in the name of our God set up our banners!

Psa. 20:5 (ESV)

### Joy, Joy, Joy

By Steve Cohen

When was the last time you were surprised by joy during the worship? Do you find your time in corporate gatherings more an act of routine than one of zeal before the Lord? Look at the faces of those around you. Do they reflect happiness and joy or a stoic resolve to get by another Sunday service?

I did not grow up going to church or synagogue for that matter. I was a spiritual novice when I received salvation in 1973. I had no idea of what to expect as I started regular worship attendance in Tacoma, Washington. In fact, I felt so far behind everyone else, I found myself going to two places a week – one a youth service, and the other a liturgical Lutheran service in Tacoma.

The youth service focused on basic Bible discipleship, learning the ABC's of being a follower of Christ. The liturgical service centered on going through the Lutheran hymnal each week with a sermon based on the pericope.

One weekend, a special guest speaker was invited to the church in for youth, Rev. Dr. Winston Nunes. He was the pastor of Broadway Faith Temple in Toronto. His dynamic insights to the scriptures, his quick wit and maturity vaulted him to be a pastor to pastors around North America. I was eager to hear him when he came to Tacoma.

Little did I know that not many years after that I would be leading the first foreign branch of Jews For Jesus in Toronto. Several of our core volunteers, including Pam and Rick Goring, were members of Faith Temple. Jan and I found ourselves there on many an occasion for evening services. I was often invited to speak to the church at the last minute. It was an honor to be invited by such a mentor as Dr. Nunes.

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**The Peoples Church**  
**17th ANNUAL FALL FESTIVAL**  
**October 20-23 Sunday-Wednesday**  
**\*Sun., Oct. 20—Paul Garlington**  
**10:45 a.m. & 6:00 p.m.**  
**\*Mon., Tues., Wed.—10:00 a.m.**  
**\*Mon. & Wed.—7:00 p.m.**

**Pastor & Mrs.**  
**Owen E. Shackett**

*OUR SPECIAL GUESTS . . .*

**PAUL GARLINGTON**      **DR. WINSTON I. NUNES**      **JOSEPH GARLINGTON**

His wisdom helped me during several challenging times to see beyond the issues and ask the honest question, “What does the Lord have in store for this season and how will He bring me through?” He taught me this vital life lesson which I recall fondly: The joy of the Lord is my strength! He is with the Lord now, but his memory lives on through many like me whose life he touched.

Joy is infectious. Joy is welcoming, Joy is a fruit of the spirit and no joy is NOT happiness or giddiness when times are hard. Joy finds its hold on our hearts when we know the true giver of joy is the Lord who wants the very best for us.

If you want to be a beacon for the Lord to attract others, let your joy shine through. Cherish the blessing of being in the Lord and following Him into eternity! **Rejoice!**

joy joy joy joy



# On the front lines with Rev. Jordan Peiser

**“11 And he gave the apostles, the prophets, the evangelists, the shepherds and teachers, 12 to equip the saints for the work of ministry, for building up the body of Christ” (Ephesians 4:11-12 ESV).**

One of the taglines I keep returning to as a missionary for The Apple of His Eye is that our mission is to **“boldly declare Yeshua as the Messiah of Israel to Jewish people and Gentiles; equip local congregations to do the same.”** That mission statement fits beautifully with St. Paul’s words in Ephesians 4:11-12. Part of the work of pastors and evangelists is to **“equip the saints”**— all those who believe in Jesus — **“for the work of the ministry.”** Not everyone is called to be a pastor or evangelist, but everyone is called to be prepared to **“make a defense to anyone who asks you for a reason for the hope that is in you”** and to do so **“with gentleness and respect” (1 Peter 3:15 ESV).**

In other words, part of our calling as a missionary society is to come alongside local congregations and help them think about ways to bring the Gospel into their local communities and how individual members can share the hope of Jesus with others. Everyone has friends, family, or co-workers who are not Christian. They might be Jewish, or they might be Gentiles, but odds are we all know people who have not yet come to a saving knowledge and relationship with their loving savior, Jesus Christ. The local congregation and their members will know their communities and social groups better than we will, the conversations enable us to partner together using God’s word, prayer, and our experiences to spread the good news of Jesus!

The opportunity to come alongside individuals and congregations has been one of the great joys I have found in my vocation. As part of my dual call as a pastor at Zion in Maywood and as a missionary at the Apple of His Eye, I set up a schedule to speak at Churches once a month. Those speaking events involve preaching, a bible study on Jewish evangelism, and conversations with pastors and members. These presentations have been an excellent opportunity for me to begin talking to and making connections with people as we think about how we partner together to proclaim the Gospel in our communities. I recently had the pleasure of speaking at a church in Oklahoma. A few days later, a member of the congregation reached out to me to ask about her Jewish co-worker and to schedule a time to pray and talk about how she might go about sharing the love of Jesus with this friend of hers! That — dear brothers and sisters — is one example of my joys in this ministry.

Another example I can share is from a recent speaking event at a church in New Jersey. I preached and did a presentation. While there, the pastor asked me how I could partner with him and his congregation in sharing the love of Jesus with their community. We sat together, discussed the community, and brainstormed a few ideas. At the end of the conversation, we decided to keep in touch. His church is now discussing doing a Rosh Hashanah basket outreach in his town. For those of you who are not familiar, the outreach involves putting baskets together for Rosh Hashanah — the Jewish New Year — and the baskets will be filled with apples and honey (to represent a sweet new year), wine or grape juice, challah (an egg bread), and a card wishing people a happy new year. The congregation members will then bring them to friends, neighbors, and family who are Jewish to wish them a happy holiday, express their love for their friends, and hopefully, as I have seen happen before, open the door to Gospel conversations. When people see you care about them, they are more open to talking about faith.

If you would like to join us in prayer and our outreach initiatives or would like to have me speak at your church about what I do as a missionary in Northern New Jersey, please email me at [Jordan.peiser@appleofhiseye.org](mailto:Jordan.peiser@appleofhiseye.org) or call me at 636-326-4040 EXT 4 and we can set up a mutually agreed upon date.



## Remembering Father's Day



**Nancy Cohen's father**

## *NanC's Corner*

### Let's Go Fishing

"Yeshua said to them, "Come after me, and I will make you fishers for men!" Matthew 4:19 CJB

While I was living in Jerusalem, I produced a monthly newspaper for women (although men read it also). I opened it up for submissions, and the wife of a UN worker there wrote the following.

Peter, Andrew, James, and John were four of the twelve disciples. They shared a commonality; they were fishermen of the Sea of Galilee. I have been to Galilee many times and love it and the area surrounding. It is a tranquil spot for relaxed

dinners at restaurants on the bank and for walking, swimming, and camping. It is quite a large body of fresh water in the northern part of Israel. You can see across it to the Golan heights or Lebanon or Syria or the Judean Hills. The Jordan river flows into the Sea of Galilee in the north and in the southern half, it flows out continuing to the Dead Sea. That is quite interesting that the Jordan effectively flows through the sea.

The Sea of Galilee is a lake 690 feet below sea level, 13 miles long/wide and up to 8 miles wide /long, surrounded by 4,000 feet mountains. It has several names and is mentioned in the Bible as: the Sea of Galilee (because of its location in the Province of Galilee), the Sea of Kinneret, derived from trees in the area called kinnar, Sea of Tiberius, because of the village of Tiberius on its southern bank and Lake of Gennesaret.

This wonderful lake boasts more than twenty species of fish. More than half of the miracles Yeshua performed were at this lake area. It was also here that he told the four disciples, "follow me and I will make you fishers for men."

It is an informative piece that gives a great segue for Yeshua. Of all of Elohim's creations, humans alone were given the Great Commission to spread His Good News. If you are a believer, then Yeshua's invitation is for you as well. God commands us to go into all the world and teach the gospel. Sometimes we get that messed up.

Someone said we need to build the church, so procreate! LOL!! Really? Have you seen what is being produced today? Have you seen the average age of today's church members? That is not even Biblical! The last command of Yeshua as he ascended into the clouds:

"But you will receive power when the *Ruach HaKodesh* (Holy Spirit) comes upon you; you will be my witnesses both in Yerushalayim (Jerusalem) and in all Y'hudah (Judea) and Shomron (Samaria), indeed to the ends of the earth!" Acts 1:8 CJB

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## He *NEVER* said go have more kids.

That is not how it works folks. Romans 10:10 says: “For with the heart man believeth unto righteousness; and with the mouth confession is made unto salvation.” KJV. But the critical part is here in verses 14 and 15: “How then shall they call on him in whom they have not believed? and how shall they believe in him of whom they have not heard? and how shall they hear without a preacher?” FYI, preach means to spread as in spreading seeds.

According to Vocabulary.com:

The word preach comes from the Latin prae, “before,” and dicare, “declare.” When you preach, you’re not just talking — you’re declaring something with conviction. **Preach** means to:

advocate decree ascertain remind

Today, we are in dire need of those who will preach. Go and reach the masses. This is not just the job of the pastor; it is given to all of us to share the Good News.

I realize this is my soap box, however, after returning from my grandson’s wedding, we found a book and pamphlet hanging on the front doorknob of our home. Very appealing and compelling title. The subtitle was “From conflict to peace.” Intriguing and needy subject. I looked to see who was promoting the literature and came up with nada. Then I saw the author, Ellen White. Ahh - there is the rub. Ellen White is the founder of the 7<sup>th</sup> Day Adventist movement. While I have no personal issue with the Adventists, I disagree with their philosophy. Yes, it is a philosophy and not the Bible. Before I digress, my point: what are we doing? Anything? There are so many venues we need to tap. We have a man in our congregation who is heading up an interesting outreach for our community here’s the link: <https://www.parabolcmedia.com/ffp/> Please check this out. This is an innovative and intriguing venue to reach the entire community for the cause of Christ.

Our church body as a denomination has so many untapped resources. My point is this – we all have gifts and as in the parable of the talents (Matthew 25:14-30), are you hiding yours or investing? We will all be held accountable. This summer let’s all go fishing Yeshua’s way!

*Love, from my heart, nanC*

(If this article has blessed you – share it). References taken from Complete Jewish Bible and King James Version

Steve and I are looking forward to seeing friends and making new ones at the LCMS national convention in Milwaukee in July :-)

# God Created Children

(And in the process grandchildren)

To those of us who have children in our lives, whether they are our own, or our grandchildren, nieces, nephews, or students...here is something to lighten your day.

After creating heaven and earth, God created Adam and Eve. And the first thing He said was:

**GOD:** "DON'T"

**ADAM:** "Don't what?"

**GOD:** "Don't eat the forbidden fruit"

**ADAM:** "Forbidden fruit? We have forbidden fruit?!? Hey Eve...we have forbidden fruit!!!"

**EVE:** "No way!"

**ADAM:** "Yes Way!"

**GOD:** "Do NOT eat the fruit!"

**ADAM:** *whine* "Why???"

**GOD:** "Because I am your Father and I said so! Oi Vey!!! Why didn't I stop creation after making the elephants?"

A few minutes later, God saw His children having an apple break,  
and He was ticked!

**GOD:** "Didn't I tell you not to eat the fruit?"

**ADAM:** "Uh huh"

**GOD:** "Then why did you?"

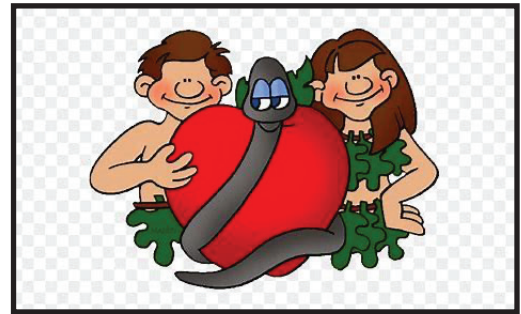
**EVE:** "I don't know"

**ADAM:** "She started it!"

**EVE:** "Did not!!"

**ADAM:** "Did too!"

**EVE:** "Did NOT!"



Having had it with the two of them, God's punishment was that Adam and Eve would have children of their own. Thus, the pattern was set, and it has never changed. **BUT THERE IS REASSURANCE IN THE STORY!** If you have persistently and lovingly tried to give children wisdom, and they haven't taken it, don't be hard on yourself. If God had trouble raising children, what makes you think it would be a piece of cake for you?

**Here are some things to consider:**

You spend the first two years of their life teaching them to talk and walk. Then you spend the next 16 telling them to sit down and shut up.

Grandchildren are God's reward for not killing your own children.

Mothers of teens now know why some animals eat their young.

Children seldom misquote you.

In fact, they usually repeat word for word what you shouldn't have said.

We childproofed our home, but they are still getting in.

And finally: If you have a lot of tension and you get a headache, do what it says on the aspirin bottle: "Take two aspirin and keep away from children."



# Jewish Prayer - Part 2

## Group Prayer

Most of our prayers are expressed in the first-person plural, “us” instead of “me,” and are recited on behalf of all of the Jewish people. This form of prayer emphasizes our responsibility for one another and our interlinked fates.



In Judaism, prayer is largely a group activity rather than an individual activity. Although it is permissible to pray alone and it fulfills the obligation to pray, you should generally make every effort to pray with a group, short of violating a commandment to do so.

A complete formal prayer service cannot be conducted without a quorum of at least 10 adult Jewish men; that is, at least 10 people who are obligated to fulfill the commandment to recite the prayers. This prayer quorum is referred to as a minyan (from a Hebrew root meaning to count or to number). Certain prayers and religious activities cannot be performed without a minyan. This need for a minyan has often helped to keep the Jewish community together in isolated areas.

## Berakhot: Blessings

A berakhah (blessing) is a special kind of prayer that is very common in Judaism. Berakhot are recited both as part of the synagogue services and as a response or prerequisite to a wide variety of daily occurrences. Berakhot are easy to recognize: they all start with the word barukh (blessed or praised).

The words barukh and berakhah are both derived from the Hebrew root Beit-Reish-Kaf, meaning “knee,” and refer to the practice of showing respect by bending the knee and bowing. There are several places in Jewish liturgy where this gesture is performed, most of them at a time when a berakhah is being recited.

According to Jewish tradition, a person should recite 100 berakhot each day! This is not as difficult as it sounds. Repeating the Shemoneh Esrei (the 18 benedictions which form the core of liturgy) three times a day covers 57 berakhot all by itself, and there are dozens of everyday occurrences that require berakhot.

## Who Blesses Whom?

Many English-speaking people find the idea of berakhot very confusing. To them, the word “blessing” seems to imply that the person saying the blessing is conferring some benefit on the person he is speaking to. For example, in Catholic tradition, a person making a confession begins by asking the priest to bless him. Yet in a berakhah, the person saying the blessing is speaking to G-d. How can the creation confer a benefit upon the Creator?

This confusion stems largely from difficulties in the translation. The Hebrew word “barukh” is not a verb describing what we do to G-d; it is an adjective describing G-d as the source of all blessings. When we recite a berakhah, we are not blessing G-d; we are expressing wonder at how blessed G-d is.

## Content of a Berakhah

There are basically three types of berakhot: ones recited before enjoying a material pleasure (birkhot ha-na’ah), ones recited before performing a mitzvah (commandment) (birkhot ha-mitzvot) and ones recited at

special times and events (birkhot hoda'ah).

Berakhot recited before enjoying a material pleasure, such as eating, drinking or wearing new clothes, acknowledge G-d as the creator of the thing that we are about to use. The berakhah for bread praises G-d as the one "who brings forth bread from the earth." The berakhah for wearing new clothing praises G-d as the one "who clothes the naked." By reciting these berakhot, we recognize that G-d is the Creator of all things, and that we have no right to use things without first asking his permission. The berakhah essentially asks permission to use the thing.

Berakhot recited before performing a mitzvah (commandment), such as washing hands or lighting candles, praise G-d as the one "who sanctified us with his commandments and commanded us..." to do whatever it is we are about to do. Reciting such a blessing is an essential element of the performance of a mitzvah. In Jewish tradition, a person who performs a mitzvah with a sense of obligation is considered more meritorious than a person who performs the same mitzvah because he feels like it. Recitation of the berakhah focuses our attention on the fact that we are performing a religious duty with a sense of obligation. It is worth noting that we recite such berakhot over both biblical commandments and rabbinical commandments. In the latter case, the berakhah can be understood as "who sanctified us with his commandments and commanded us to obey the rabbis, who commanded us to..." do whatever it is we are about to do. See Halakhah: Jewish Law for an explanation of the distinction between biblical and rabbinical commandments.

Berakhot recited at special times and events, such as when seeing a rainbow or a king or hearing good or bad news, acknowledge G-d as the ultimate source of all good and evil in the universe. It is important to note that such berakhot are recited for both good things and things that appear to us to be bad. When we see or hear something bad, we praise G-d as "the true Judge," underscoring the fact that things that appear to be bad happen for a reason that is ultimately just, even if we in our limited understanding cannot always see the reason.

### **Form of a Berakhah**

Many of the berakhot that we recite today were composed by Ezra and the Men of the Great Assembly nearly 2500 years ago, and they continue to be recited in the same form.

All berakhot include the phrase "Barukh atah Ha-shem, Elokeynu, melekh ha-olam," Blessed art thou L-rd, our G-d, King of the Universe. This is sometimes referred to as shem u'malkut (the name and the sovereignty), the affirmation of G-d as king.

The use of the word "thou" is worth discussing: in modern English, many people think of the word "thou" as being formal and respectful, but in fact the opposite is true. Thou (and the corresponding Hebrew atah) is the informal, familiar second person pronoun, used for friends and relatives. This word expresses our close and intimate relationship with G-d.

Immediately after this phrase, the berakhah abruptly shifts into the third person; for example, in the birkhot ha-mitzvot, the first two phrases are blessed art thou, L-rd our G-d, King of the Universe, who sanctifies us with his commandments and commands us... This grammatical faux pas is intentional. The use of the third person pronoun ("who") while speaking to a person in Hebrew is a way of expressing extreme respect and deference. This shift in perspective is a deliberately jarring way of expressing the fact that G-d is simultaneously close to us and yet far above us, intimately related to us and yet transcendent. This paradox is at the heart of the Jewish relationship with G-d.

[https://www.jewfaq.org/prayers\\_and\\_blessings](https://www.jewfaq.org/prayers_and_blessings)



## WHAT IS A MEZUZAH?

The Hebrew word mezuzah means “doorpost.” According to tradition, the mezuzah is to be affixed to the doorpost at the entrance to a Jewish home as well as at the entrance to each of the interior rooms except for bathrooms. The mezuzah itself consists of a small scroll of parchment (k’laf ) on which are written two biblical passages. The first is Deuteronomy 6:4–9:

*Hear, O Israel! The Eternal is our God, the Eternal alone. You shall love the Eternal your God with all your heart, with all your soul, and with all your might. Take to heart these instructions with which I charge you this day. Impress them upon your children. Recite them when you stay at home and when you are away, when you lie down and when you get up. Bind them as a sign on your hand and let them serve as a symbol on your forehead; inscribe them on the doorposts of your house and on your gates.*

The second passage is Deuteronomy 11:13–21:

*If, then, you obey the commandments that I enjoin upon you this day, loving the Eternal your God and serving [God] with all your heart and soul, I will grant the rain for your land in season, the early rain and the late. You shall gather in your new grain and wine and oil—I will also provide grass in the fields for your cattle—and thus you shall eat your fill. Take care not to be lured away to serve other gods and bow to them. For the Eternal’s anger will flare up against you, shutting up the skies so that there will be no rain and the ground will not yield its produce; and you will soon perish from the good land that the Eternal is assigning to you. Therefore impress these My words upon your very heart: bind them as a sign on your hand and let them serve as a symbol on your forehead, and teach them to your children—reciting them when you stay at home and when you are away, when you lie down and when you get up; and inscribe them on the doorposts of your house and on your gates—to the end that you and your children may endure, in the land that the Eternal swore to your fathers to assign to them, as long as there is a heaven over the earth.*

The scroll is inserted into a wooden, plastic, or metal casing that is often quite beautiful and artistic in design. A mezuzah may be purchased at any store that handles Jewish religious articles.

## WHY DO JEWS AFFIX A MEZUZAH TO THE DOORPOST OF A HOME?

The custom of affixing a mezuzah to the doorpost fulfills the biblical commandment: “You shall write them upon the doorposts of thy house and upon thy gates” (Deuteronomy 6:9). The mezuzah distinguishes a Jewish home and is a visible sign and symbol to all those who enter that a sense of Jewish identity and commitment exists in that household. The mezuzah reminds us that our homes are holy places and that we should act accordingly—when we enter them and when we leave them to go out into the world.

## CAN WE MAKE OUR OWN MEZUZAH?



Tradition requires a certain form for the scroll (k'laf ) but not for the casing. The casing, then, may certainly be designed and created by those who live in the house.

## HOW DO WE GO ABOUT AFFIXING THE MEZUZAH TO THE DOORPOST?

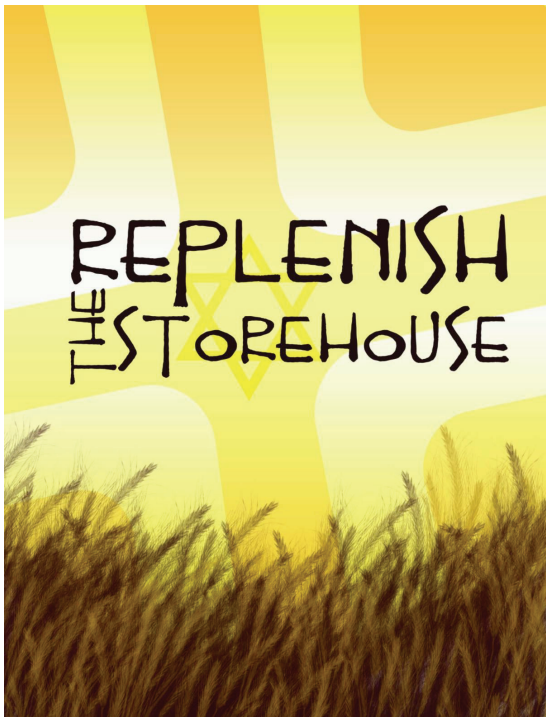
A mezuzah-affixing ceremony should include all family members or residents of the household. The ceremony begins with a blessing:

***Baruch atah Adonai, Eloheinu Melech haolam, asher kid'shanu b'mitzvotav v'tzivanu likboa m'zuzah.***

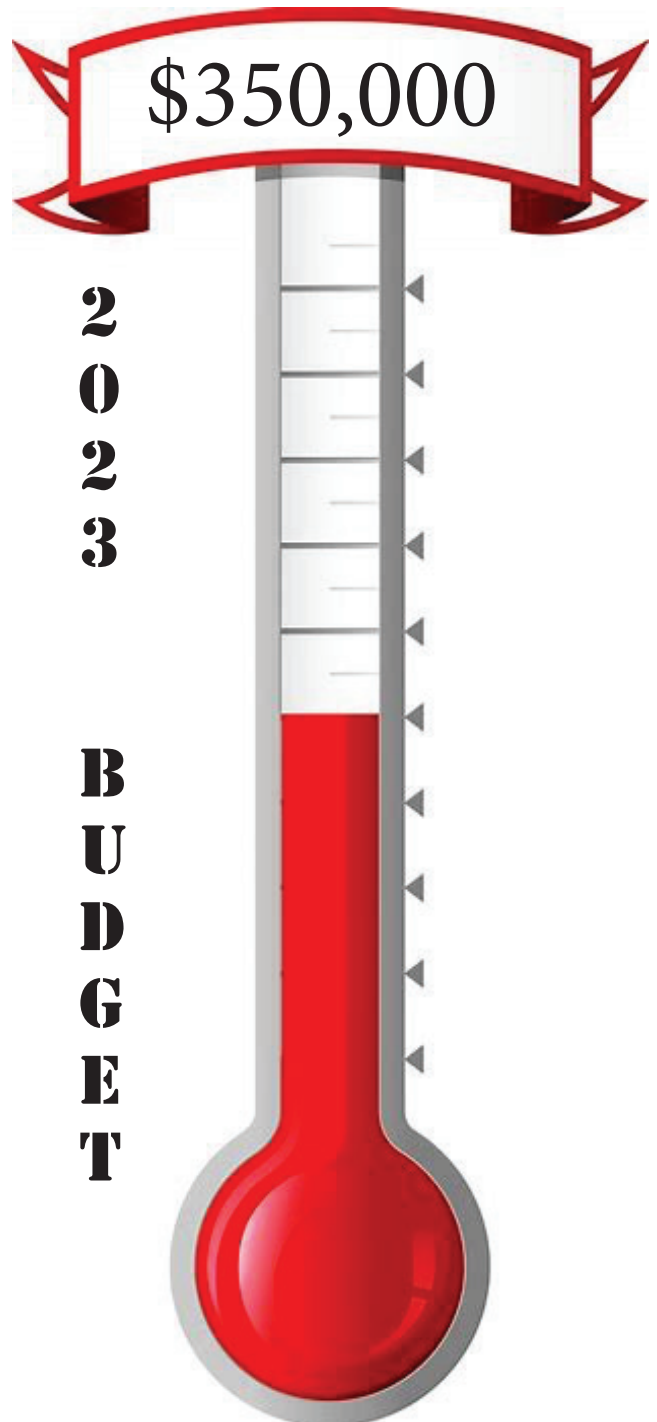
“Blessed are You, Adonai our God, Sovereign of the universe, who has sanctified us through Your mitzvot and commanded us to affix a mezuzah.”

After the blessing is recited, the mezuzah is attached to the doorpost with nails, glue, or screws, on the right side of the door as one enters the room. Position the mezuzah about a third of the way down from the top of the doorpost. Ashkenazic Jews usually angle the mezuzah with the top tilted inward toward the interior of the house or room, while some Sephardic Jews place the mezuzah in an upright position.





To go to our secure donation page on our web site:



**Thank you for  
your prayers and  
mission support  
this year.**

**Yours on behalf  
of all of us at The  
Apple of His Eye -  
Steve Cohen**



## Your prayers sustain us!

**Pray for Micha**, our son battling Huntington's Disease, recently taken off hospice care and put into palliative care as his weight has been maintained. Pray for him and his family for peace and joy in the Lord in the midst of this long-term debilitating disease.

**Pray for Arnold**, a Jewish man who we recently met with to share the Gospel, that he will seek the Lord and find truth in Jesus the Messiah.

**Pray for peace in the Middle East.** We know that there is only one hope, and that is that the Prince of Peace, Jesus, would rule in the hearts of all there, Jews and gentiles alike.

**Pray for our upcoming travels –**

- July - driving again to Milwaukee to display at the National LCMS Convention.
- August - Jordan, Nancy and I traveling to Poland to attend the quadrennial International Lausanne Consultation on Jewish Evangelism.
- August - Nancy and I continuing travel by train to a few European cities for a brief vacation before our return to Georgetown, Texas.

**Pray for our volunteer Ken Ebright** as he faithfully goes out each week in the St. Louis area bringing the Gospel to people he meets on the streets.

**Pray for our Board Members** as they serve with us:

Rev. Randy Duncan – chairman  
Rev. Al Schade  
Rev. Dr. Robert Roegner  
Mr. Bill Lapp  
Mr. Kevin Voges  
Mrs. Kathy Graham  
Mr. Richard Powell – Adjunct member  
Mrs. Toileen Powell – Adjunct Member  
Mrs. Nancy Cohen – ministry adjutant

**Pray for an end to the rising tide of Anti-Semitism both here and abroad.**

**Psalm 122**