



Brushy Fork Baptist Church

A Light to the Counties and to the World

NEWSLETTER

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Extraordinary Love

Lego's Attempt at Enticing Girls to Love Them

In the recent (December 19-25, 2011) edition of Bloomberg Businessweek, Brad Wieners reports on Lego's most recent venture into trying to entice girls to buy their toys. Since 2005, Lego has solely marketed its toys to boys. In their marketing research, Lego came to a very important understanding of boys development. After meeting a young German skateboarder, the Lego researchers found out that his favorite possession was his shoes. It was not because they were new and shiny, but because they were worn; specifically, how they were worn. This young boy was proud of his shoes because they showed distinct wear patterns that his friends could identify as corresponding to a certain skateboard trick or stunt. In essence, this boys shoes were the trophy that showed the intense labor it took to accomplish mastery of a certain skateboard trick. Lego realized that they had misread boys in-general. Lego had taken from the video game craze that boys especially were more interested in instant gratification and short burst of excitement, but what they failed to realize was the most important draw for boys. The video games that most intrigued boys had some sort of graded achievement level, and it was this graded achievement level that drove boys to conquer the game or to "beat it." Specifically, Lego learned that boys like to build in a linear pattern. Therefore, boys will build a whole set from step one to completion and then they will go to playing with the set. They have even started to grade their sets due to difficulty much like a video game with levels to beat.



In 2007, Lego began to want to reach out to girls. They conducted more anthropological studies this time focusing on girls. Lego realized that their minifig was in-fact ugly to a girl. Girls wanted more "harmony" (eye pleasing, softer colors, and greater detail). Lego realized that girls wanted to play with a doll that they can project

themselves on -- like an avatar. Boys tend to play with toys in the third person, while girls want a figure they can identify with. Lego knew they were on the right tack when some of the girls started to say, "I want to shrink down and be there" when talking about a Lego set. Another lesson that Lego learned was that girls do not build in a linear pattern. They want to build for a while then stop and play. Lego has boxed their new girls sets (Lego Friends) in such a way that girls can start and before finishing they can enter into the scenario without having to finish the entire set. They can then come back and build on to the scenario by finishing the set. Lego realized that girls wanted to be able to enter into a story and live inside their play. We can learn a lot from what Lego found out about the differences between girls' and boys' play.

Lessons for Families and Churches

1. Boys tend to be driven by leveled achievement.
2. Girls want to take their time and enter into a story.
3. Boys often play in the third person.
4. Girls want to project themselves on their toys or see themselves in their toys.
5. Boys will stay with something if they are driven to "beat it."
6. Girls will stay with something if they can find themselves rapped up in it.

Now, we have to get creative to incorporate this into our homes and our church.

written by Chris Clemans

Missionary Stories

“God killed my dad.” This statement is both simple and completely shocking. What is even more incredulous is that Steve Saint says this with no blame, hatred, or condemnation. He is simply stating a fact that he believes deeply.

Most of us have probably heard about Steve Saint the son of the Ecuadorian missionary martyr Nate Saint. Nate Saint was one of five men (Jim Elliot, Roger Youderian, Ed McCully, and Peter Fleming) who one fateful January day in 1956 were speared to death by a group of Huaorani natives. No reason has ever been presented concerning why the Huaorani killed that fateful January day, and this is why Steve says that God killed his dad. Yes, they were a tribe known for killing, but they normally had a reason for their killing. On the day that they killed the five American missionaries, there was no reason for them to kill these men. Therefore, Steve has come to the conclusion that God in fact killed his father and his four friends, and as with everything God does there was a reason.

The story does not end with the deaths of these five faithful missionaries, but really just begins. Due to the fact that the missionaries did not fight back even though they had equal numbers and better weapons, the Huaorani natives started to question if they had truly



killed their only friends. They then asked Nate’s sister (Steve’s aunt) to come and live with them and through her ministry with them all of the men that killed the missionaries came to know Christ as their savior.

Actually, for Steve this story goes even further. He came to find out that Mincaye had been the man that had speared his father Nate, but Steve had developed such a relationship with him that forgiveness was certain. The most amazing part of this story is that Mincaye was later adopted by Steve’s children as their surrogate grandfather. The man that had killed their real grandfather was now the man they looked to as their grandfather. What an amazing story of love and forgiveness that all started with five men’s self sacrificial love for a “savage” Ecuadorian tribe. Only God can orchestrate this type of story, and it does seem that God killed these five missionaries so that the Huaorani would respond to the gospel. In turn both Nate and Mincaye have turned into inspirations for us all. I hope that we can embrace the type of love that these men have and are displaying.

written by Chris Clemans

Youth Shout Out

Our DiscipleNow & Snow Tubing trip was AWESOME! We had 4 students from BFBC join up with students from Calvary Baptist in Madison, Calvary Baptist in Seymour, and Ryker's Ridge for a grand total of almost 50 students!! Many lives were challenged with the Gospel, many seeds were sown, and much fun was had!

written by Josh McClure

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