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Upstate NY Gospel magazine

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**AN AFRICAN CULTURAL JOURNEY
THROUGH ART AND CULTURE**

CHRISTIAN CURTS: VICTORIOUS COVERING

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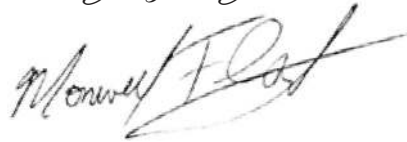
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Upstate NY Gospel Magazine serves to be your ultimate source of "Good News".

We want our readers to look to this magazine, when searching for up and coming events, local entertainment and for places to worship in Rochester, Buffalo and Syracuse. Look for our bi-monthly issues, as we intend to captivate you with interviews and informative articles that brings you news you can use.

Glory to God.



FROM THE PUBLISHER'S DESK



FROM OUR MANAGING EDITOR



We truly thank and praise God for allowing us to bring to you another issue of Upstate NY Gospel Magazine. Our staff works tirelessly to bring you an uplifting, informative and encouraging issue. 2016 was an exciting year filled with challenges as well as cheers. We pray that you will enjoy this issue of our publication. We encourage you not only to spread the good news within the pages of this magazine but we would love to hear from you.

Please send your comments to me via email at Karen@UpstateNYGospelMagazine.com for call me at 585.360.0132.

Continue to Walk in your blessings!

Karen M. Cornwell



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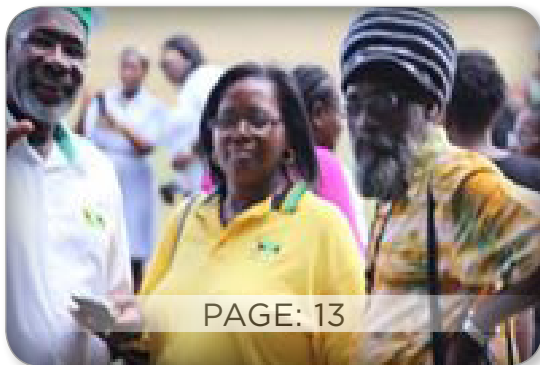
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PAGE: 4



PAGE: 8



PAGE: 13



PAGE: 20



PAGE: 21

C O N T E N T S

4 AN AFRICAN CULTURAL JOURNEY THROUGH ART AND HISTORY

7 SUMMERTIME IS FESTIVAL TIME IN THE CITY OF ROCHESTER!

8 HUGS

10 YWCA: EMPOWERING WOMEN

13 LIVIE'S BRINGS THE TASTE OF JAMAICA TO ROCHESTER

15 GLOBAL IMPACT SATURDAY ...GETTING THE GLOBAL HARVEST IN

16 CHRISTIAN CURTS: VICTORIOUS COVERING

20 UNITY BIKE RIDE

21 ROCHESTER'S MOBILE LUXURY HAIR SALON WITH A PASSION FOR PEOPLE

24 5 THINGS THAT SHOULD DISAPPEAR FROM PENTECOSTAL CHURCHES

27 GOSPEL JUBILEE AT THE ROCHESTER PUBLIC MARKET

27 GOSPEL TOP 10

28 BUSINESS DIRECTORY

30 CHURCH AND MINISTRY DIRECTORY

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BAOBAB CULTURAL CENTER PROVIDES AN AFRICAN CULTURAL JOURNEY THROUGH ART AND HISTORY

By: Tracie Isaac

After I attended a reception held at the Baobab Cultural Center, I was compelled to return and have a conversation with Terry Chaka, Executive Director. Terry shared with me the evolution of the Baobab Cultural Center and the contributions of Dr. Moka Lantum, Founder and a native of Cameroon, Africa who resides in Rochester, NY and maintains a business in Kenya.

The Baobab Cultural Center began as an interest in collecting African Art. Dr. Lantum and his wife, Cheryl Kojo had an extensive collection of African art. Terry met the couple through a local retired lawyer who had a gathering for a group of people who are collectors of Black art. Dr. Lantum and his wife wanted to provide the community with more exposure of African art.

Terry was one of the first people to expose the Rochester community to a continual presentation of Black art and artists through her previous business, a bookstore called Mutabo Kingdom which began in 1986. Terry's bookstore grew requiring them to relocate to Genesee St. and then moved to a 4,000 square foot space on Thurston Road. Mutabo Kingdom offered custom framing, African art and presentations by guest artists. Dr. Lantum took the idea of a bookstore further and wanted to provide a deeper perspective of African art and traditions. Because people often asked Dr. Lantum very strange questions about Africa, which were based on what was being taught and what facts and information people actually found out about Africa being totally opposite of what we have learned about Africa.

Dr. Lantum saw a need to open a cultural center, which is really where Terry would have gone if she maintained the bookstore. Dr. Lantum did a great job when he opened first on Gregory St., on the third floor over the German House. This location was not accessible to everyone which is the reason Dr. Lantum moved to the current location of 728 University Avenue which has been the current location for eleven years.

Terry Chaka joined Baobab Cultural Center in 2008 which had a team of volunteers, programs for film and dialogue and some art exhibits. Terry attended a state college where she majored in Art. In retrospect, she wished she had attended a Historically Black College (HBCU) where she would have had the experience of taking classes from some noted artists of color. Additionally, the chance to travel during her college years with the Peace Corp

and really became involved in African Art did not occur because "we didn't know those opportunities existed," stated Terry. Much of the research on African art and artists for Terry was obtained on her own, discovering "our" artists. However, Terry definitely had the basis to critique art which provided her with the entre to become a gallery manager, in addition to her network of artists locally, in New York City and around the country.

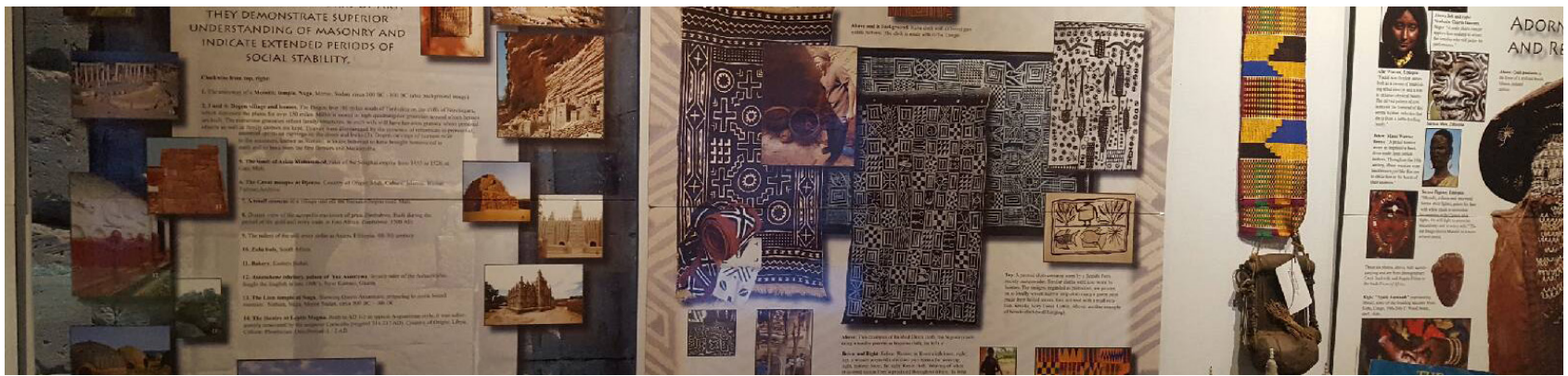
Funding is a matter that is at the top of the list of operations for the Baobab Cultural Center. There is a great need to increase community support. Traditionally, funding was provided by the New York State Council of the Arts. The Farash Foundation has supported their major projects, Community Foundation of Rochester and a few other foundations like the New York State Foundation for Humanities. However, many of the arts funding have been severely cut. A lot of art history projects that the Baobab Cultural Center offers provides a bit of income for the facility.

During this interview I shared with Terry the experience that I had which was that my first visit to the Baobab Cultural Center was for a True Networking Thursday Reception. (TNT is a group of Rochester African American professionals, entrepreneurs and various individuals who connect every third Thursday of the month at a unique venue.) At this particular event, I brought my second cousin, who is a millennial and attends Monroe Community College as a student guest to TNT.

I was delighted to find out about the Baobab because I have been exposed to many similar African culture based centers across the country, especially in New York City and I wanted my cousin to be exposed to African culture. My young cousin was overjoyed because she stated that "even though she was born in Rochester she didn't feel a connection to Africa because what she was taught in school was very limited and highlighted the slavery period and nothing else. Her visit to Baobab center provided her with a direct connection to images and information that she did not have access to until now." Terry stated that my cousin's response is pretty common of visitors who visit the Baobab Cultural Center. "Many people have shared that they didn't know the Baobab Cultural Center existed after being in the same location for eleven years. This well kept secret needs to be shared," stated Terry.

There are classes for young people particularly from the 6th





to 9th grade. For 6th graders it is an eye opening experience because they have never seen anything like this before and they have a little skepticism based on what they have been taught in school. However, by the end of the tour they are VERY proud. The center receives visitors from all walks of life and they find the experience of the Baobab Cultural Center enlightening. Terry shared the reaction of a middle aged Caucasian woman who came with a specific tour group and was taking intense notes and stated, "I am just flabbergasted and I feel so cheated. I must know every European King from wherever, based on what I was taught, but I've never heard anything about what I've learned today about African culture and it was so enlightening."

Terry is very honored and proud to be apart of the Baobab Cultural Center. The inventory that is displayed in the Baobab Cultural Center is donated from the art collection of Dr. Moka Lantum's collection along with items they find from travels to Africa. Some of the art pieces are even donated from retired individuals who are downsizing their lives and relocating to retirement homes.

One of the installations on the walls of the center is a graphic compilation of images and written information that scholars of the center curated. This is an amazing highlight from historical figures to pop culture. The installation is expandable as it is segmented into topical categories. There are many facets to the center that will be worth many visits to enhance your exposure of African culture. A variety of masks adorn the walls. False information and myths are eradicated through programs like "The Art of African Mask Making" by the Baobab Cultural Center.

Through research obtained by the center the facts about the culture are obtained and questions are answered such as "how did we lose the art of mask making" and "what is the purpose of certain masks?" Visitors participate in actually making and learning the history of masks. To experience this very valuable and interesting program is a journey from Africa to Puerto Rico, Panama and even New Orleans to reveal the meanings, uses and artistic process of making various masks. In various parts of the world where slaves were taken they were forbidden to continue the practice of making masks. However, for instance in Spain where some African slaves were taken, they were allowed to continue the practice of mask making, even if it was only allowed on Sunday. The art of the masks reflected slave statements like more fertile crops, a blessing for a young person, or even the political climate. In New Orleans, the art of mask making was allowed and maintained and can be seen in Mardi Gras celebrations.

Along with African art, a unique inventory of books, greeting cards, jewelry, photography, maps, drums, costumes, films, health and wellness, yoga and African Aerobics classes and more can be found inside the walls of the Baobab Cultural Center. It is worth it to discover your own connection to Africa by visiting the Baobab Cultural Center. And remember, don't keep this informative secret to yourself share it with someone else and let's keep the journey alive.

For more information contact the Baobab Cultural Center 728 University Ave. Rochester, NY 14607 (585)563-2145



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Thursday, July 20	7:30 pm	Denver Outlaws
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SUMMERTIME IS FESTIVAL TIME IN THE CITY OF ROCHESTER!

An exciting summer, chock full of festivals and events awaits you and your family.

The Rochester Music Fest kicks off at Genesee Valley Park on July 14 with Bobby Rush, Nellie "Tiger" Travis, Pokey Bear, Joe Beard, Lakeside and local favorites. On Saturday, July 15 the show continues with headliners Bobby Brown, After 7, Arrested Development and Big Daddy Kane.

On Friday, gates will open at 5 p.m. and tickets are \$28 in advance and \$33 at the door. On Saturday, gates open at 1 p.m. and tickets are \$40 in advance and \$50 at the door. Children ages 2 to 10 are free with a paid adult. A "KID ZONE" will be available on Saturday for children under 10 featuring waterslides, bounce houses and more.

Advance sale tickets can be purchased at: Sobrinos, People's Choice, the Blue Cross Arena box office or online at www.ticketmaster.com. For more information, visit www.cityofrochester.gov/musicfest.

The Gospel Jubilee at the Rochester Public Market will take place July 30 from 4 to 7 p.m. This celebration of local inspirational music groups and music features headliner the Elim Sanctuary Choir. Admission is free and activities for children and families are available as well. For more



information, visit www.cityofrochester.gov/gospeljubilee.

Party in the Park is bigger and better than ever this summer. The signature Thursday evening concert series features Tim Reynolds on July 6; Blues Traveler on July 13; Los Lonely Boys on July 20; The Machine Performs Pink Floyd (tribute band) on July 27; Matisyahu on August 3 and Donna the Buffalo on August 10. MVP Health Care will host a Family Fun Zone, and new this year, "Two Guys and a Girl Radio Show," a program of Recovery Now NY, will launch "Area 12." Area 12 is a

mobile public sober area designed especially for people recovering from addiction.

Individual tickets for Party in the Park are \$5 (children 12 and under are free.) A 'Party Pass' to all 9 concerts is available for \$35 (a \$10 savings). Tickets and passes can be purchased at the gate, through Ticketmaster or at the Blue Cross Arena at the Blue Cross Area box office. For more information visit: www.cityofrochester.gov/pitp.

If you have any questions about City government, its programs or services, please know that we are here to serve you! Call my Office of Constituent Services at 428-7045 Monday to Friday between 9 a.m. and 5 p.m.

**God Bless,
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HUGS

By: Steve Countryman

Hugging someone comes pretty natural to me, giving someone a hug is almost second nature. It doesn't matter if it is a full grown man or woman. I mean nothing by it other than to show my brotherly love and care for them. It's sad that in today's society so much junk has been placed on simple expressions of caring and love.

I understand that there are those who feel uncomfortable about being on the receiving end of a "GOOD HUG". I'm sure they have their reasons and I don't want to scare them, offend them or bring up some terrible memories that a hug might start. I feel very sorry for them, for they are held captive by their past experiences that cause them pain.

A "GOOD HUG" can bring healing and comfort to a weary soul. Some have never known what it feels like to get a hug from a loving father or caring brother. To feel the embrace of a fellow believer is a special experience. A "GOOD HUG" takes two to participate. It requires giving and receiving a hug at the same time. That is what makes a "GOOD HUG". Hugging someone who doesn't hug back just feels like it is missing something.

Most men have a problem with hugging another man for fear it will make them less of a man. Yes, there is proper protocol in participating in a "MANLY" hug. Both men start out with a hand shake then one will pull the other man in for a one arm hug while still shaking hands. During the hug, it is expected that both men will pat the other on the back in a friendly, non-loving manner. It's the pat that keeps it civil!

There is also proper protocols for hugging someone of the opposite gender. It should only be done if both parties know each other first. Hugging a stranger of the opposite sex not only can be awkward but can be hazardous if their spouse feels threatened by it in any way.

I can remember growing up in churches where the pastors would




say "go greet someone with a hug and welcome them to our church". It started out harmless in most cases but there always seemed to be the one "strange" church member who seemed to get extra friendly with their hugs. It sad that those people weren't counseled correctly instead of ruining it for the rest of us.

I have met people who were so lonely that they would come into the grocery store that I managed just about every day. I don't doubt that it was the only contact that they had with other people outside their homes. They would come and make their rounds talking to my employees and yes they had their favorites.

One older man would come in but seldom ever talked to anyone. He had a nasty habit of cashing out his groceries through one certain cashier that would oblige him with an argument. He always complained about something to rattle her cage. It wouldn't be long before I would be called over to fix the problem.

I never really notice this habit of his 'til one time he started in with that cashier while stand in her line waiting for those in front of him to go through. I was called over to find that the problem was between the cashier and how she was handling her current customer. The old man couldn't help himself and had to jump into the middle of their conversation which he turned into an argument.

That is when it dawned on me what was going on. He was so desperate for conversation that getting into an argument was still a conversation to him. From that day on, when I saw him come in I made a point to say 'hi' and talk to him. I also told my staff to do the same when they saw him. It wasn't long before he was coming in with a smile on his face instead of that snarl that we had grown accustom to.

My point for telling this story is that people need attention sometimes and a "GOOD HUG" now and then can help. The hugs have a way of conveying comfort, caring and a sense of belonging. Besides isn't it another way to show and shine God's love to others? 



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- **Celebrating Local Inspirational Music**
Gospel Jubilee at the City of Rochester Public Market
www.cityofrochester.gov/gospeljubilee
- **Garage Sales and Super Fleas**
Select Sundays, City of Rochester Public Market
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The Empowering Women Luncheon is the YWCA's major fundraising event of the year and our most important opportunity to share our mission, vision and accomplishments with the entire Rochester community. The event also raises awareness about the challenges faced by women and families who live in poverty and brings the community together to support these vulnerable families in their journey toward self-sufficiency.

In selecting a speaker for each Luncheon we looked for someone who can speak to our mission and bring new people to our tables.

The keynote speaker for this year's luncheon is Sonia Manzano, better known as "Maria" from Sesame Street!

For over 30 years, Sonia inspired, educated, and delighted children and families as "Maria" on Sesame Street. A staunch advocate for education, Sonia regularly shares her extraordinary talent to help children to succeed.

A fearless trailblazer, Sonia opened the doors for Latinas on screen. Infusing humor and charm into her presentations, she inspires audiences with her passion, strength and insight into success.

A first generation American of Latin descent, Sonia's tale is one of perseverance and courage as she overcame countless obstacles to become one of the most influential Latinas in television.

Information & tickets sponsorship opportunities are available!

Be a Table Captain – Invite your friends and colleagues to join you at your very own table!

• **Table of 10: \$650**

• **Tickets: \$65**

For more information or to purchase your table, contact the YWCA of Rochester & Monroe County today by calling 585-368-2261 or visit us online at ywcarocheester.org

The YWCA provides a variety of services to women and families in the Rochester community, including:


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Stand Against Racism is an annual community wide event to build awareness about racism.

Unconscious Bias An experiential workshop including dialogue, exploration, and exercises in which participants will gain an increased ability to discuss race and race-related issues. 



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Hatch Hall, Eastman School of Music

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LIVIE'S BRINGS THE TASTE OF JAMAICA TO ROCHESTER

By Karen M. Cornwell

Livie's Jamaican Restaurant and Import Market is a Jamaican restaurant and grocery located on Chili Avenue in Rochester, NY. Patrons as near as the 19th Ward and as far away as Canada frequent this restaurant for its authentic Jamaican cuisine. Owners Livingston & Thalia Walker along with family members are ready to greet you every day of the week. They have a variety of Jamaican dishes displayed so that you can create your own meal or sample a few different items. The atmosphere is enhanced by the Jamaican music playing in the background.

Livie's is known for much more than their palate pleasing cuisine. Every summer, the Walkers give back to their patrons and community through a family focused cultural celebration. Upstate NY Gospel Magazine spoke with owner, Thalia Walker, about the restaurant's commitment to the Rochester community and the annual family celebration.

Thalia Walker, thank you for this opportunity for our readers to get to know you, your restaurant and your dedication to the Rochester area. I presume that the restaurant is named for your husband, am I correct?

You are correct, the restaurant was named after my husband. We have lived in Rochester for over 30 years and during that time, we have been involved in sharing our culture with the community. Livie's first experience in doing so was when he became a member of a folk dance group known as the Jamaican Jewels. Livie is the type of person you don't easily forget when you meet him. With that combination and his stint as a Jamaican DJ, he became well known in the West Indian community. Naming the restaurant after him afforded us name recognition.

When/why did you start the market and restaurant?

Livie's first opened in June 2005. Prior to that, Livie was the Director of Dining Services at Wesley on East and Blossom South Nursing Homes. He had always wanted to own his own business.



When this building became available, we pooled our resources and took the leap of faith to open Livie's Import Market. Our focus was on providing West Indian grocery items but over the years, with the competition from the larger stores, our focus shifted to providing authentic Jamaican dishes.

Where do your Jamaican roots?

We were both born in Jamaica; Livie from the Blue Mountains and me from the city of Kingston. We met when we both worked at the University of the West Indies in November 1985.

What brought you to Rochester?

I joined Livie here in Rochester in December 1988 after he migrated to join his mother here in Rochester.

Briefly tell us about your restaurant's menu and cuisine?

It is important to us to serve real Jamaican dishes, and to guarantee that each patron experiences an authentic piece of our culture. Our menu reflects the diversity of this part of our culture. We produce a variety of items each day, so that our patrons have a variety to choose from. Dishes include *Oxtails*, *Jerk Chicken*, *Curried Goat* and breakfast items like *Ackee*, *Salt Fish* and *Callaloo* throughout the day. Vegetarians are most welcome. We also offer a \$5 lunch special.

Thalia, I noticed you open very early to serve breakfast. What is your breakfast menu? Why open so early to serve breakfast?

Our day starts at 7am at Livie's, Monday thru Saturday, because breakfast is an important meal in a typical Jamaican household. Our patrons can stop in at 7am and order *Porridge*, *Cornmeal*, *Oatmeal*, *Plantain*, etc., to go... with a side order of *Dumplings* and/ or *Plantains*. Other sides include *Boiled Green Bananas*, *Boiled Dumplings* and depending on availability, *Yellow Yams*, *Sweet Potatoes* and *Pumpkin*.



If patrons want something more substantial, they can choose from Callaloo (in the collard greens/spinach family), Saltfish (salted cod fish) or Mackerel. A popular breakfast item is Ackee&Saltfish - Jamaica's national dish. Both items are cooked separately to accommodate patrons who do not eat meat or fish. The unique thing about our breakfast items is that they are not just eaten at breakfast time, they are eaten throughout the day so we do our best to make them available.

Throughout the past decade you have been involved in the cultural aspect of Rochester. Can you tell us about your participation in community events?

One of the ways to expose the greater Rochester community to our West Indian heritage is to participate in and to support our local festivals. Our children have fond memories of participating in the Carifest parades and Livie's has served as a vendor at the festival celebration after the parade since 2005. Food Link's Festival of Foods is another wonderful way to introduce Livie's but also to give us the opportunity to interact with other local vendors. This year, were excited to be a vendor at the Xerox Rochester Jazz Fest.

Mrs. Walker, please tell me about this exciting community/family celebration. How long have your been sponsoring this event? What is its purpose? Who can attend? When/where is the event held? Are there fun family-oriented activities?

This year marks the 3rd anniversary of the Livie's Soccer Six-A-Side and Family Fun Day at the Genesee Valley Park. This event is our opportunity to provide a family-focused cultural event that highlights our country's love of the game of soccer, music and good food.

Everyone is invited to come - young and old and all members of the family. This is a free event, children under 12 will be provided with a lunch and food will be available for sale. There will be 2 live reggae bands, dance demonstrations, cricket games, domino games and more fun activities for the entire family from 9:00 AM until 6:00 PM when we have the awards ceremony to culminate the six-a-side event.

Mark your calendar for Sunday, August 13. Traditionally our event falls the day after the CariFest.

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It is a lot of work and has a lot of moving parts and we could not do this without the help of our team of volunteers and friends. It is our way of saying thanks to the community for supporting us.

You mentioned Livie's Soccer Six-A-Side? How is it different from traditional soccer?

A regular soccer match is 90 minutes with 12 players. The six-a-side is a scrimmage competition with 6 players each side for 15 minutes each half. We usually have 6 teams registered (with registration fee) and 2 games going at the same time. The referees are all volunteers. There is a children's game that is played before the adult competition begins.

Sounds like a great day filled with food and traditional family fun. Is there anything that you would like to add?

Family is important to us. We are humbled by God's grace that has enabled us to grow as we have and we are grateful to the many family members and friends who support and encourage us every day. Our children are surrounded by this village and have fully embraced the Jamaican culture.

Just as a recap Livie's is located at 375 Chili Avenue in the city's 19th Ward. Open 7 days a week. Monday - Saturday 7AM - 7 PM and Sunday 10AM - 2PM

Stop by for breakfast and visit with Suzette and Livie!

Their menu and additional information can be found online at: LiviImportMarket.com. Find us on Facebook.



3RD ANNIVERSARY OF THE LIVIE'S SOCCER SIX-A-SIDE & FAMILY FUN DAY
 at the Genesee Valley Park



- FREE EVENT
- FREE Hotdogs and hamburgers for children 12 and under Jerk Chicken & other Jamaican food for sale
- 2 live Reggae bands
- Dance demonstrations
 - Cricket games
 - Domino games
- Fun activities for the entire family



Sunday, August 13 from 9:00 AM until 6:00 PM

Visit: Livie's Jamaican Restaurant and Import Market at 375 Chili Avenue, Rochester, NY 14611
 Open 7 days a week. Monday - Saturday 7AM - 7PM and Sunday 10AM - 2PM or online at liviesimportmarket.com

Global Impact Saturday ... GETTING THE GLOBAL HARVEST IN

By: Bishop David J. Singleton

Saturday, September 16, 2017 theBody of Christ at-large is asked to come outside of their worship facility. Be a visual conduit and presence of the love of the Father on their own lawn that some might be saved. Everyone is asked to begin covering that day in prayer. We ask and we believe God will bring souls into Hisfamily and He will use us in the process.

God inspired this vision over six years ago. In 2012 some people asked why September? All I could think of was nine month gestation period for a baby, nine fruits of the spirit. Some people asked why the third Saturday? All I could think of was The Father, Son and Holy Spirit and Jesus in the heart of the earth three days and three nights. I didn't know about the National Back-to-Church Sunday until 2013 which is always the third Sunday in September. So we go out on Saturday and bring them in on Sunday.

Now in the graphic, the men represent diversity in the Body of Christ inclusive of ethnicity, geography, economics and much more. It also represents their connection to the cross because all of them are trying to get the cross at a 90 degree angle. This is symbolic of lifting up Jesus. Above the cross Jesus says He will draw men, if we will lift Him.

I'm envisioning multiple millions surrendering to the Lordship of Jesus Christ, globally. Men, women, boys and girls of every nation will join this God honoring event. I envision a host of

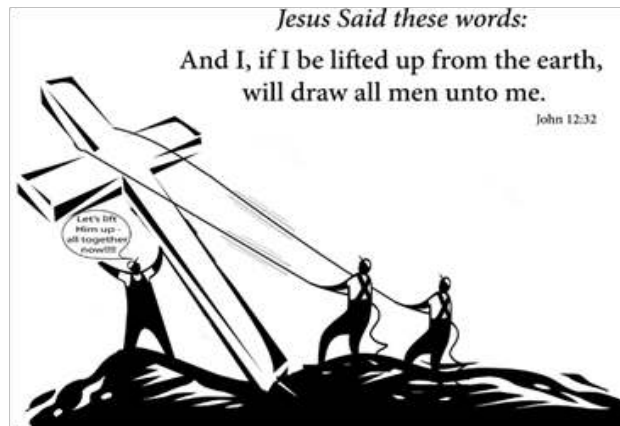
folks accepting Jesus Christ as their savior that day and night. On the following Sunday, churches will report having record attendance in many places. Not only will there be fruit but I believe God for fruit that is good, abundant and remaining.

Let's agree and come out of our worship centers on the third Saturday in September - all across our city, nation and around the world. Do what you believe God would have you do, for the hours you choose.

Here are some ways you can partner and help make it happen:

1. Cover this matter in the prayer of faith;
2. Set yourselves to do something on that day;
3. Cast the vision for the people (without a vision the people perish);
4. Sow into this vision through monetary support;
5. Prepare for the kingdom harvest (meaning get ready for the souls that shall need to be nourished and nurtured unto maturity in Christ).

Perhaps, you would prefer to give monthly or a onetime gift to assist this ministry? Contact Ark of Jesus Ministries, Global Impact Saturday team at 585-262-6420 or via email at bishop@arkofjesusministries.com



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Christian FLOORING

CHRISTIAN CURTS: VICTORIOUS COVERING

By Tracie Isaac

The status of success can be defined in many ways. Some believe it is wealth, position and power; others would say that it is health, family and serving. The later definition of success would be for Christian Curts, CEO of Christian Flooring. Born and raised in Rochester, NY, Christian's life is a unique journey of self discovery, determination, trials and unwavering faith.

Like most young people, finding your path is a major part of life's journey. As a young man in his early twenty's, Christian was not sure of what he wanted to do but he believed there was something important for him to do. After high school, Christian held various jobs in sales and construction. Higher education was not necessarily the main option for Christian, who was a fast learner and eager to experience different aspects of the work world. After a couple of years working in a floor covering store and other establishments with a childhood friend he'd known since the age of five, Christian teamed up with his friend and ceased the opportunity to become a business owner starting with several different companies including Auto Craft with locations in Buffalo and Syracuse.

Life came full circle in 2010 with opening the first location of Christian Flooring in West Henrietta, named after its' founder. During the collapse of the housing market in 2008-2009 Christian Curts took a leap of faith to start a business but made a smart move because the barrier to enter the industry was low. The housing market was in decline, the construction industry was suffering and supply businesses were failing. Curts was able to lease an 11,000 square foot facility and hold out while making his plan to develop a position for his business and accumulate market share of this industry. "Starting a business begins with having a solid business plan, sound financial backing and finally the people to help you execute your vision and strategy", said Curts. Continuing with this analogy to help illustrate his philosophy of going into business, "Anyone can take a big bite out of a big cheese burger or pizza and fill up your mouth, but can you chew and swallow that bite?"

Christian was eager to learn and absorbed a vast amount of knowledge from his various work experiences, which most might think and have said that he was lazy and couldn't hold a job. But with a smile and a pleasant manner Curts pressed forward connecting with the different environments, retaining the knowledge gained while "on the job" and honed in on his passion to deliver his dream. Without the benefit of higher education, Christian utilized the past experiences from his previous odd jobs and multiple sales positions including flooring

and running telecommunications call centers. The objective of his marketing plan and messages to the consumer was to build "brand integrity" which took over four years. Christian Flooring used radio, television, print and direct mail to focus on the key messages of "being different" and "doing business different" than the other businesses in his category. Because his first name Christian is on the brand, and so is his faith, Christian Flooring had to represent the ethical business practices that matched the branding. Selecting employees and vendors to work in customer's homes or on commercial locations is an important consideration and is a reflection on the business. The integrity and morals of Christian Flooring's work force must meet the standards of the company. Even in the tag lines, which are the short key word phrases used in advertising messages, Christian used words like "Values and Quality" which had double meanings referring to the pricing and product being purchased. Customers receive a great deal and they do not have to compromise on the quality of the product. These messages were meant to be concise and communicate what Christian Flooring represents. Results for this company were getting to know their customer and the industry. As a father, businessman and home owner of the community, Christian Curts did not try to place his desires and needs in the marketing message but he focused on the customer's desires and needs.

When a customer is interested in purchasing carpet or flooring, Christian suggests that the best thing to do is come into the Christian Flooring store and spend time talking with a sales rep, which allows the customer to discuss with an expert their needs and uses. It is important to have the correct guidance and knowledge, see the products so that you can choose what you like and be satisfied with your selection.

Most customers fall into one of the following categories:

- Obtained very accurate detailed measurements on their home and are looking for detailed pricing for what they want
- No idea what the measurements are of their home and are just looking
- A good percentage has a blended plan of what they want and how much they want to spend

Christian suggests shopping with no regard to price so that you are not bound by the price but lead by your taste level and what you like. Next, focus on the needs of your space, the results would be a combination of your wants and needs. Clients who are retail customers or contractors are provided with great service and product that Christian Flooring will guarantee and stand behind. Once the selection process is completed customers have

the option of the in-house financing which offers a competitive interest rate.

There are great employment opportunities within the construction and home renovation industry. The criteria for certain jobs is to have a specific skill or certification, but more importantly there are positions that just require the desire to work, dependability and safe. "A good work ethic can go a long way and provide a healthy pay check," stated Curts.

Challenges arise at any time and for everyone. In 2013, at the age of 34 years old, Christian was diagnosed with Cancer. After overcoming obstacles from his youth to his adult life and businesses, this challenge was one that required Christian to delve deeper in to his faith. Let the record show that this urban youth had survived an unknown destiny but rose above his circumstances and became a productive member of society and a valuable role model to others. The challenge Christian faced after the diagnosis was just another life battle. Several months of treatment and several long months of recovery time kept Christian from working for close to two and one-half years but he was returning towards a normal status. There is still lingering chronic pain but he presses on.

Christian had to rely on his own resources to maintain his personal responsibilities. One day he noticed a woman who was taking chemotherapy and he wondered how she was dealing with her finances. This woman had a great job, but now with the five hours of therapy, two children and recently divorced, how was she going to pay her bills, mortgage and buy groceries? He wondered how other Cancer patients were handling their affairs when they couldn't work or have the resources to handle their finances. The big question for him was "what are we doing for the people with Cancer?" There is still a need to raise money for research but how can someone who has Cancer receive help immediately and directly? This question directed Christian to consider how to help.

Christian became aware of an organization called Wilmot Warriors whose mission is to provide direct support to Cancer patients. This organization was the vehicle that provided the immediate action needed to really help patients. Each year the organization produces the Wilmot Warriors Walk to raise funding to help Cancer patients. Curts is a supporter and encourages the public to support participants who also want to help raise funding. Being able to see fundraising efforts relieve the worry and stress from a Cancer patient assisted in the battle to survive is truly a step towards healing.

Another component to self discovery is how to show that you are appreciative of your blessings. Curts quoted, "To whom much is given, much is required." Supporting our youth is a passion of Curts and through local organizations like Youth For Christ and the Champions Academy, founded by former NFL player Roland Williams. Curts connects with the leaders to understand their vision and mission. Curts offers advice and serves on a few Board of Directors of local organizations, to provide the voice and experience of a youth. What better example could be used than someone who could have had a negative outcome to his life but was determined to achieve the positive by obtaining what was needed to be guided in the right direction.

To fuel his drive and ambition, Curts draws on his faith and the word of the gospel. Curts referenced the parable of the Talents in Matthew 25:14-30. "I understand and live by the parable of the Talents. Being a man and living in this world I pray every day for God to give me more, in spite of me. Give me more so I can do more. May you be as gracious in defeat as you are in victory. When diagnosed with cancer, I never said "why me."

"I don't know how much of what I do is God and how much is me. I only know that I have been given a strong drive. Don't be afraid to make mistakes or falling. Dust yourself off and get back in the game," reflected Christian Curts.



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Christian FLOORING

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Where Value Is Never A Compromise

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LIVING COLLECTION
Our Values Are Just Your Style

Get the styles, color and features you want, matched to your households needs. From sustainability to durability, kid friendly to pet friendly and everything in-between, our living collection has you covered. Our values are just your style.

Design Collection
It's Your Home Expect The Best

Get the patterns, styles and colors you want, to create the personality your home desires. Whether your style is traditional, fashion forward, or unique, our design collection will suit your needs . It's your home expect the best.

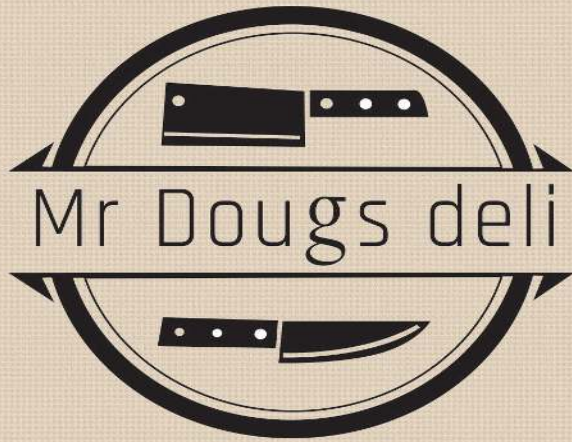


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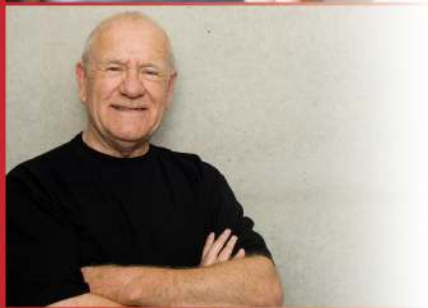
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“UNITY BIKE RIDE”

By: Robert Scanlon II, COR Staff

Once again, City Councilman Adam McFadden (South District Representative and Chair of the Public Safety, Youth and Recreation Committee) will hold weekly Unity Bike Ride Event for the 2017 season. This is the third summer that Councilmember McFadden has hosted these rides. Originally this program started in an effort to bring the community together after the tragic shootings that took place outside the Boys and Girls Club.

Riders and supporters are asked to gather at Bulls Head Plaza at 6:45pm and the ride will begin promptly at 7:00pm.

The ride will begin from Bulls Head Plaza (corner of Genesee Street and West Main Street/Chili Avenue) and the route will be as follows:


- West on Chili Avenue to
- South on Gardiner Avenue to
- East of Brooks Avenue to
- North East on South Plymouth Avenue to
- North on Ford Street to
- East on Troup Street to
- Southwest on Clifton Street to
- South on Reynolds Street to
- Southwest on Seward Street to
- North on Genesee Street and end at Bulls Head Plaza

“I started hosting this ride in August of 2015, in an effort to bring



Photo Credit: Elizabeth McDade

peace and positive activity to our streets and I am so pleased that week after week, year after year, people of all ages continue to come out and support this effort. I invite everyone from the community join in this weekly ride (every Thursday starting from Bulls Head Plaza at 7:00pm). Together we can bring peace to our streets and stop the violence that plagues too many of our neighborhoods,” said Councilmember McFadden.

Come out and take advantage of this great opportunity to ride in a safe positive environment and make a few new friends along the way. Rides take place weekly through October. 



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ROCHESTER'S MOBILE LUXURY HAIR SALON WITH A PASSION FOR PEOPLE

By: Karen M. Cornwell

Businesses generally are born from an individual's love, their passion. Cheryll Brown started a mobile multi-purpose barber shop to fulfill a void that many of us didn't realize existed. As far back as early 2000, Cheryl found herself packing up her scissors and clippers and going to hospital to cut her terminally ill father's hair. Several years later, she found herself doing the same at the bedside of her mother. Cheryll's desire was to make them feel good as well as pleased with their appearance. She soon found herself grooming many other patients at their bedside.

Ms. Brown realized that she had found herself a niche. She discussed the business opportunity with her mother and they began to plan. After her mother's death, Cheryll was determined to make their dream become a reality. After much research, she launched the first luxury mobile salon on the East Coast in 2016.

Her website states: "Going from the Barbershop, home to home, hospitals, and nursing homes. I had to write the vision... Now my dream has finally become reality!" Upstate NY Gospel Magazine sat down with Cheryll Brown to talk about her unique business.

Cheryll, tell us about your background: how long have you been a licensed barber? Why did you decide to become a barber, it's not a typical trade for a female.

I decided to learn barbering a little over 20 years ago when I got out of high school. My cousins were cutting hair at a local barbershop during high school so I ended up going down and hanging out. I said to myself 'I want to learn this'. I had been doing hair throughout high school. At that time it was taboo for women to be in the barbershop cutting hair. At the time I only knew of one female barber so I decided I wanted to change that - I wanted to cut hair too. I wanted to be different and push my creative skills to the limit.

Continuing your desire to be different and push skills to the limit, you recently started "We're Hair" a mobile luxury shop. What was the inspiration behind the concept?

Basically, carrying all my equipment, tools and supplies became increasingly difficult and bothersome. In addition, the lighting was bad in most environments. I would still get the job done but it was not an ideal environment. One day it hit me...if they could



come out to me (into a vehicle) that would be ideal.

I started researching options about 9 years ago for the perfect vehicle. I ended up with a van that I had customized to suit my customers' needs. An atmosphere that was convenient, comfortable and unique.

Who is your target audience?

I have come to realize I have two types of clients: one that focuses on my skillset the other on my passion. The target audience for my skillset are individuals who are hair challenged – receding or missing hairline, people with alopecia or thinning hair, and people who do not feel comfortable in a traditional barbershop. I love working with people especially those that have a desire to look their best. My passion is for older people, sick and shut-in and people with limitations that love to look their best!

You focus on two very diverse audiences that complement one another. Let's discuss your specialized services.

My specialty is hair enhancement. For people that are balding or thinning hair, I give them the illusion of hair. Not only do I cut their hair but if they have thinning spots I 'give them their hair back'. I also so have permanent services like micropigmentation which is a "hair tattoo" that gives the illusion of hair. Instead of using hair dyes and fibers, I use a technique that is almost like a tattoo but is a series of dots creating the illusion of hair. People that have lost their hair line or women that have thinning edges this process can revive their appearance. This process can be used for eyebrows also.

Cheryll help the readers better understand the process. This is not a hair process but a scalp application.

Yes. I also do hair enhancements and scalp dying but the micropigmentation is a permanent scalp process. Micropigmentation is a series of dots that mimic a hair follicle. I use a specialized tool to create a hair follicle. I can actually recreate the appearance of a hair line that in most cases lasts 10+ years versus the temporary technique which only lasts about a week.

How many have you done? Can you tell us about a success story?

In the past year, I have done approximately 5 and I had great



results. A five-year client was nearly in tears when he received the micropigmentation. He had been receiving the temporary scalp dye that last a week or so. Having the permanent solution performed; he didn't have to keep coming in regularly for the tint.

I had another client that lived under a hat. He had a hat for every every occasion, every color, every style, every season. Basically, he was never seen without a hat. He was embarrassed because of his non-existent hairline. Last year, he decided he wanted a hairline before he got married. Micropigmentation procedure changed his life. Needless to say he didn't wear a hat in his wedding. His friends and family thought it was strange seeing him without a hat.

Ms. Brown let's talk about your true passion. The specialized procedures are a helpful to one segment of the population but let's shift to reaching forgotten segment of the population.

What I see myself doing is reaching the people that others have forgotten, the ones that haircare is important to but difficult to reach. It is instinctive to feel better when our hair is done. I want to reach the sick and shut-in people in hospitals, long term care facilities, even private homes – places where people are not able to get out of their home or bed. I want to wash/cut/style their hair then give them a hand and foot massage.

This unique service came from helping hospitalized family members and grew by word of mouth. Not only did the patients look happier; they felt better regardless of their prognosis. In addition their loved ones felt better knowing their haircare needs were being taken care of.

So often family members try to find someone to provide this service for their loved one but many stylist view this as an inconvenience. I want to be the dependable service provider that you can count on to keep your loved one's appearance up.

There is one gentleman that I will never forget. He was in the hospice unit. He had been in hospice so long that the staff mentioned he had stopped talking and even stopped smiling. In addition no one had bothered to wash or comb his hair. He had nearly a half inch of dandruff along with dry cracking scalp. I washed his hair, cleaned his scalp and cut his hair. When I was done he not only smiled but he spoke. The staff was amazed. I was like "Wow", something as simple as washing someone hair can give them a better outlook and put a smile on their face. That how I want to make a difference.

Is there anything you would like to discuss that I may not have mentioned?

As I mentioned We're Hair! LLC specializes in an array of temporary to permanent hair services but we also provide traditional and upscale haircuts for both men and women.

How can potential clients reach you?

We're Hair! affords each of my clients the luxury of a convenient door-to-door private appointment setting. We have licensed and professionally trained groomers to service you in any setting from your home, office, hotel or wherever you need grooming in a private one on one setting with NO WAITING!

Call Cheryl for her rates and to set an appointment at 585-362-7794 or via email at werehairmobile@gmail.com

We're Hair not only provides private luxury services but her heart is with the unreachable population. She was recently featured in the media for cutting the hair of mentally challenged individuals.

Cheryll was raised in the church and the daughter of a deacon who later answered his call into the preaching ministry. She provided this service for her parents while they were hospitalized and experienced their joy first hand. We all have loved ones that can benefit from her service. I know I wish I had realized her gift when my loved one was in a long term facility.

Upstate NY Gospel Magazine applauds your effort to turn an great idea into a thriving business. We pray for your continued success.

ROCHESTER RHINOS

SUMMER SERIES



Saturday, July 8th, Kickoff 7:05 PM
vs. Harrisburg City Islanders
-ROC Heroes Night-

Complementary tickets for first responders and military personnel.
 \$5 from tickets sold Badge of Honor Society & Veterans Outreach Center
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Saturday, July 22nd, Kickoff 6:05 PM
vs. Pittsburgh Riverhounds

-Youth Soccer Appreciation Night-

Celebrate youth soccer in the Greater Rochester community
 All kids 12 and under get in for just \$10 (reg. \$25)
 PROMO CODE: 'YOUTH'

Wednesday, July 26th, Kickoff 7:05 PM
vs. Toronto FC II

-Young Professionals Night-

Networking opportunities with young professionals living in Rochester
 Premium game ticket (reg. \$25) + 2 drink vouchers = \$15
 PROMO CODE: 'WORK'



Saturday, August 19th, Kickoff 6:05 PM
vs. Charleston Battery
-Ethnic Taste of ROC-

Taste from different restaurants throughout Rochester
 \$20 = Premium game ticket (reg. \$25) + 3 food tastings
 \$1 for each additional tasting, PROMO CODE: 'TASTEROC'

Saturday, August 26th, Kickoff 6:05 PM
vs. St. Louis FC

-Bark at the Park-

\$15 Premium game ticket (reg. \$25)
 \$5 from each ticket goes to benefit local dog charity
 PROMO CODE: 'BARK'



To purchase tickets contact, John Bourgeois at 585.454.3000 x140 or visit rhinossoccer.com

5 THINGS THAT SHOULD DISAPPEAR FROM PENTECOSTAL CHURCHES

By: José Daniel Montañez, D.Min.

We all have the responsibility to contribute to the development of healthy congregations. Jesus Christ has invited us to be His partners in ministry. As we have been trained and nurtured by God, through the church, we also have an obligation to foster the spiritual welfare of the Body of which we are a part. Therefore, I will share five things that should disappear from Pentecostal churches in order to make us healthier churches.

1) Sermons with no Biblical Content - Dynamic preaching that is delivered with great passion must be governed by the imperative of biblical content. Without exposition, proper interpretation, and application of the biblical text, preaching can be exciting but ineffective. It can become an instrument of manipulation and serve for the glorification of the expositor. Only the Word of God has the power to transform and give new life. Let us trust in its effectiveness!

2) Counterfeit Manifestations of the Holy Spirit - The presence of the Spirit in the church is a fulfilled promise and its manifestations are many and diverse. Because the Spirit is invisible, we desire tangible and visible ways to perceive His presence. When these signs do not occur, as conditioned by previous expectations, there seems to be a tendency to fabricate or forge such manifestations. This is not only misleading but a poor substitute of the real Pentecostal experience. Such expectations must be

surrendered to the Holy Spirit to allow His authentic presence and power to be manifested for the church to receive genuine edification.

3) An Anti-Educational Attitude - This sentiment seems to be the result of fear of the unknown accentuated by a limited vision of the work of God in the world. The rejection of education has different manifestations, some of which are very subtle. An unbalanced approach to teachings such as the imminent coming of the Lord, and the urgent need of workers for the harvest, may diminish the importance of sound biblical, theological, ministerial formation. The scarce resources committed by churches and denominations to educational programs constrain the importance of this imperative. Granting that changes are taking place, the eradication of the anti-educational attitude must be an accelerated priority.

4) Emphasis on Outward Appearance - For many years, the change in external appearance has been understood as the result of an imminent internal transformation. While this may be true in some cases, this generalization can be misleading. There are people who change their dress and hairstyles, but their heart and mind have not changed. It is easier to shave a beard and cut ones hair than to submit humbly to the will of God for life. Again, to emphasize what we can only physically see, may lead to bad judgment. Therefore, the emphasis must

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be in the urgent priority that each person receives from God a real, transcendent and permanent change that goes beyond the superficial outward appearance.

5) Separatism from the Body of Christ – A false sense of spiritual superiority may lead some to consider other brothers and sisters in Christ inferior in the faith. It can lead to believe that others do not have the fullness of the gospel, and are cold or dead. As a result, only what has the stamp of “Pentecostal” is truly acceptable. This view fosters great division in the Body of Christ. While this historically may be a reaction to the disdain and contempt received by the Pentecostal movement in its infancy, it is time to heal and mature. The challenge is to be proactive and look beyond our own camp. God is doing wonderful things in the midst of His people. The Lord has called us to be in unity!

In the 36 years, I’ve been preaching the gospel, I’ve never been more excited to see what God is doing among the new generations of Pentecostals and among other Christian traditions. Today, it is up to us as believers, leaders and pastors to make a humble contribution so that our movement remains real, effective, and relevant to the emerging generations until the coming of the Lord. 

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The City of Rochester Public Market, in partnership with Elim Sanctuary Choir, is pleased to host the 2017 Gospel Jubilee. It is an annual gathering, and celebration of local inspirational music groups and gospel music! The 2017 Jubilee will be held on Sunday, July 30 from 4:00-7:00 p.m.

This event has steadily grown in size and promises to be another fantastic year with fabulous lineup of artists. This year, Upstate NY Gospel Magazine is a proud sponsor of this inspiring concert. Returning this year is our Kid's Corner which provides a safe place for community youth to engage, in activities while parents enjoy the concert and take advantage of the information provided by community agencies.

The organizers goal is to keep Gospel Music alive in Rochester, and the surrounding communities. Whether it is through singing, assisting the elderly, spending time with or teaching young people, we realize that we have been given the opportunity to change lives, through all we do to the Glory of God.

Our mission has always been, to Empower people with The Word of God, and to Encourage them to use it in their every day lives. This is why it is important to us that we keep the Jubilee free for all, and that everyone feels welcome.

While admission is always free... there will be food, drinks and vendors from the Greater Rochester area. There will be activities for children and families alike. So come join us at the Public Market. 280 Union Street

The Gospel Jubilee at the Rochester Public Market is Saturday, July 30 from 4pm to 7pm. Bring your chair and sunglasses and enjoy an afternoon to fellowship with the community at large.



LOCAL

INCLUDES CHOIRS, GROUPS / SINGLE ARTISTS

- | | |
|----------------------------|--------------------|
| 1. DANELLE DAYMON | STOP BY |
| 2. DIVINE NATURE | HE'S WORKING ON ME |
| 3. SPIRITUAL JUBILATORS | TRYING |
| 4. THE ANNOINTED LOGINS | ALL WELL |
| 5. RICKY HARVEY JR | THE BEST I CAN BE |
| 6. LARRY WALKER | THE POWER OF GOD |
| 7. SHAWANDA OWENS- ULYSEES | TURN BACK TO GOD |
| 8. REBEKAH REID | FULLY COMMITED |
| 9. NEW GOSPEL TIMES | I CANT TARRY |
| 10. LAQUISHA BRIDGES | LORD YOU ARE GREAT |

TOP 10 GOSPEL : JULY- AUG 2017



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(Old School Sundays)
By Paul C. Boutte



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- | | |
|--------------------------|-----------------------|
| 1. JJ HAIRSTON | YOU DESERVE IT |
| 2. FRED HAMMOND | FATHER, JESUS, SPIRIT |
| 3. ANTHONY BROWN | BLESS THE LORD |
| 4. MIAMI MASS CHOIR | THANK YOU JESUS |
| 4. VAHAWN MITCHELL | JOY |
| 5. DONNIE MCLURKIN | I NEED YOU |
| 6. TAMELA MANN | GOD PROVIDES |
| 7. GEI/FEAT.KEKE SHEARD | HANG ON |
| 8. HEZAKIAH WALKER | BETTER |
| 9. BYRON CAGE | LIKE NO OTHER |
| 10. MIGHTY CLOUDS OF JOY | REBIRTH |

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- Word of Life Fellowship Ministry
537 Post Avenue, Rochester
- Zion Hill Missionary Baptist Church
250 Drive Samuel McCree Way, Rochester

SYRACUSE

- Antioch Baptist Church
104 Elizabeth St, Syracuse
- Apostolic Church
5081 Ball Rd, Syracuse
- Bell Grove Missionary Baptist Church
219 W Castle St, Syracuse
- Bethany Baptist Church
149 Beattie St, Syracuse
- Bethany Baptist Church
601 Irving Ave, Syracuse
- Bethel Community COGIC
200 Gillespie Ave, Syracuse
- Brotherly Love Church Of God In Christ
1234 S State St, Syracuse
- Brown Memorial United Methodist
228 Davis St, Syracuse
- Calvary United Methodist Church
201 E Molloy Rd, Syracuse
- Central Baptist Church
1926 Midland Ave, Syracuse
- Christ Community United Meth
3474 Stiles Rd, Syracuse
- Christian & Missionary Church
3112 Midland Ave, Syracuse
- Christian Life Assembly
1025 North Townsend, Syracuse
- Crossroads Church Of God By Faith
2338 S Salina St, Syracuse
- Delaware Street Baptist Church
101 Dudley St, Syracuse
- Gethsemane Baptist Church
372 West Matson Avenue, Syracuse
- Gethsemane United Methodist Church
1700 Butternut St, Syracuse
- Gospel Temple Church Of God In Christ
571 Oakwood Ave, Syracuse
- Grace Assembly Of God
4220 Fay Rd, Syracuse
- Immanuel Baptist Church
329 Hawley Ave, Syracuse
- Livingwater Church Of God In Christ
121 Huron St, Syracuse
- Mount Pleasant Missionary Bapt Church
116 W Corning Ave, Syracuse
- Mount Sinai Baptist Church
201 N Lowell Ave, Syracuse
- New Covenant Baptist Church
107 E Beard Ave, Syracuse
- New Hope Missionary Baptist Church
241 W Lafayette Ave, Syracuse
- New Jerusalem Church Of God In Christ
1641 S Salina St, Syracuse
- New Morning Star Bapt Church
317 E Jefferson St, Syracuse
- New Testament Missionary Bapti Church
1121 S Salina St, Syracuse
- Pentecostal Christian Assembly
2515 W Genesee St, Syracuse
- Pilgrim Holiness Church
310 Hatch St, Syracuse
- Refuge Tabernacle COGIC
311 Oakwood Ave, Syracuse
- Rockefeller United Methodist Church
350 Nottingham Rd, Syracuse
- Salem Baptist Church
516 South Ave, Syracuse
- Second Church Of Christ
3827 E Genesee St, Syracuse
- Second Olivet Baptist Church
818 S West St, Syracuse
- South Missionary Baptist Church
3143 Midland Ave, Syracuse
- Southside Church Of Christ
1327 W Colvin St, Syracuse
- Sovereign Grace Baptist Church
2225 E Fayette St, Syracuse
- St Andrews United Methodist
1413 N Long Dr, Syracuse
- St John Missionary Baptist Church
123 Crescent Ave, Syracuse
- St Lukes Baptist Church
216 Lexington Ave, Syracuse
- St Paul's Cathedral
310 Montgomery St # 1, Syracuse
- Trinity Baptist Church
6198 Airport Rd, Syracuse
- Trinity Church Of God and Christ
222 W Pleasant Ave, Syracuse

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