

The Name

“I will reveal my name to my people and they will come to know its power.” – Isaiah 52:6



Names, relationships, alliances, places, achievements, qualities-----this is the components that embodied the *haku mele* (composed song or chant) for the birth and name chants that honor our ancestors, even our newborns. At the time of birth, this offering was the first words that a child would hear giving praise to their kupuna (ancestors). Following the delivery of the newborn, the urgent task of giving an *inoa*, a name, took place. The naming process was a significant step. Solemn moments of meditation and heartfelt discussion between father and mother were evident because “naming” was a “ritual of power”. Hawaiians believed that every name had *mana* (supernatural or divine power). It had a force of its own that could influence and shape the character, personality and even, destiny of the bearer. A good name could bring good fortune, while a bad *inoa* could bring a person misfortune. As Hawaiian children grew, it was a part of their education to learn their genealogy. Failure to do so, especially, those of *ali'i* (ruler, chief), would mean to have no claim to their *mana* because affirmation was based upon such knowledge. Hawaiians believed that to be ignorant of one’s lineage is to shame one’s ancestors and oneself. In other words, **TO KNOW WHERE YOU COME FROM IS TO KNOW WHO YOU ARE.**

In the business world today, “branding” has become a huge factor in sales, marketing and advertisement establishments. It involves formulating a concept of a particular identity and businesses have been pouring millions of dollars into convincing consumers of their products’ value and services. If I said Apple or Nike, what comes to mind? If I said, Versace or Tiffany’s, what comes to your mind? What about the name, JESUS. Over two thousand years ago, love came down from heaven in a baby that was born in Bethlehem. They gave Him the name..... **JESUS**. What an awesome picture comes to my mind of that special event, yet, for thousands of years, this name is still inspiring. The baby that would grow to be the most important figure in human history has come. His birth would scare the most powerful kings. His miracles would amaze people. His ministry would attract thousands. His teachings would “rock the boat”. His call to discipleship meant suffering. His critics blasted Him. His claim to be the Son of God got Him in trouble, but, His ministry continues to thrive in the millions that live on this planet, called, earth.

His name is to be exalted. Wonderful Counselor, Mighty God, Everlasting Father, Prince of Peace (Isaiah 9:6).

In John, Chapter 20, verse 17, Jesus is praying to the Father and says these words: ...“I do not ask on behalf of these alone (THAT’S HIS DISCIPLES), ...but for those also who believe in Me through their word (THAT’S YOU). Isn’t it awesome to know that in the last moments of His earthly ministry, **JESUS CHRIST PRAYED FOR ALL OF US**. With all that Jesus had to do in tearing down Satan’s kingdom and defeating “principalities and powers of darkness (by the way, we know that He got it all done because the Bible says, that He hung on the cross at Calvary and said, “IT IS FINISHED”). Through all of that, **JESUS PRAYED FOR YOU!!**

That’s why I can’t figure it out when people come to church and just “SIT”. Everyone in heaven is having a “party” and lifting up the name of Jesus for what He has done and we’re just “SITTING” and QUIET! **JESUS DESERVES TO BE PRAISED!**

I’m here to encourage somebody to exalt God’s name. Get to know who He is, then, you can praise and worship Him more. There are many names for God, but, if you know one name.....**YOU GOT IT MADE**. Likewise, if you know the name of **JESUS..... YOU GOT IT MADE**. You can’t just know the name, you’ve got to know who the name belongs to because **ALL THE FULLNESS OF DEITY IS WRAPPED UP IN BODILY FORM**. He’s a “heart-fixer”. He’s my “*pu’uhonua*” (refuge), my strong tower (Proverbs 18:10), my shelter during a storm. He’s my “doctor” in my sick room. He’s my “lawyer” in my courtroom. You don’t need “**MATLOCK**”. You don’t need “**PERRY MASON**”. All you need is**JESUS** because when He walks in the courtroom, the case is closed.

Finally, let me ask you something. If you knew for certain that you were going to lose your voice; that you will never be able to speak again. What would you want your final words to be? There was a story of a man with throat cancer that faced an operation that would save his life, but, not his voice. Just before his surgery, he spent time with his wife telling her how much he loved her. He did the same with his daughter. Then, he asked his doctor to let him know “precisely” when the anesthetic would make him unconscious. As the man was slipping off to sleep, he said,.....**JESUS!.....JESUS!** That was the last word he chose.

Throughout the rest of our lives and into eternity, let us exalt and magnify that wonderful name of JESUS.