

Chronicles of Diversity

Your leadership weekly



A purple starfish, a part of a living natural community.

Manufacturing Information

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To be successful in modern enterprise, every product or service must have an information component. This piece of the whole, may take various forms and be utilized in different ways, but in our visual and printed view of our world, many times it is the most important part of the sales, marketing, or distribution plan. I call this component manufacturing information. In the same way that you build, sell, give away, or promote your gift to the world, you must create, or manufacture, an information package to accompany, or lead the distribution.

The prime goal of this manufacturing information, is to get the potential customer to read, or look at your product, and to value its unique nature. Last week the story of John Justin and Paul Grace was a rather long introductory tale of this informational tool.

Building on that yarn, we shall now begin to assemble parts of the Wonder Springs enterprise puzzle as it is currently developing. But before we get into those specifics, take a moment and ponder this concept of manufacturing information.

What is the most sophisticated manufacturing information program ever assembled?

With out question it must be the Bible. Written, assembled, and maintained by countless writers and copiers for the last four thousand years, it comes to us in a form virtually unaltered from the time when the first books of the Bible were written by Moses. The fact that it is still read, taught, and relevant to our lives today, is a witness to its Godly design and inspiration. No other book has ever, or will ever hold the keys to man's eternal questions. Why am I here? What am I to do? What is the purpose of life?

The sad thing about our contemporary society is that so few people take full advantage of the Bible's life changing principles. For example, after last Wednesday's study of the Book of Zechariah, I over heard someone say, "I have never read the whole Book of Zechariah, have you?" The answers

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Jerry Bannon

Wonder Springs

7950 Seward Park Avenue South

Seattle, Washington USA 98138

phone: 206.723.7433

eFax: 425.675.8022

email: bannon@createleaders.org or chronicles@createleaders.org

Please forward prayer requests to: prayer@createleaders.org

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from the rest of the assembled group confirmed this same lack of commitment. Now most Bible scholars would argue that Zechariah is one of the four most important prophetic books of the Old Testament. In our age of the marketing prominence of the "Left Behind" series of fiction, one would have to wonder at the wisdom of this neglect of one of the prime source documents. Not to feel too smug in this exhortation, I too had to make sure I could actually spell the prophet's name correctly, Zechariah is not a book I use as oft as I should.

Now to the benefit of all the Wednesday night attendees, they probably were less than five percent of the Sunday worshippers. All of which demonstrates the lack of potent witness in the Evangelical Protestant Church. Where were, and what were the other 95 percent of this church doing on Wednesday evening?

Let us assume that 25 percent of those who attended the Sunday service had some legitimate reason for not attending Wednesday night. If those others, that 70 percent, had made an appearance, there would not have been an empty seat in the house. So what is the problem? Self!

I don't need to attend church Wednesday night. I don't need to ever read the Book of Zechariah. I don't need God. Plain and simple, that is the root of all evil.

Just as true as the fact we don't give God the service we profess, we also don't serve other people as we should. Serving God and serving other people is the essence of the fulfilled life. This paraphrase is found somewhere in both the Old and New Testaments. Do you have any idea where they may be found?

Community Development is a term much broader than the context I have been using these last few months. In the less developed world, it is a term that refers to basic things that we take for granted, like water, latrines, health services, and rudimentary education. These enterprise basics are the basis for creating a community structure I pointed out that needs further developing. But all community aspects go hand in hand if communities are to be effective.

Hidden in the manufacturing information of the tale about Mr. Justin and Mr. Grace was the concept that profits of enterprise, in the story barbecue and gold mining, could serve as the basis for a vision of the future. In that future time, all of God's people will be able to take for granted good water, sanitary and health services, and an education that provides a minimum of reading, writing, math, and vocational training.

The genre of modern evangelicalism teaches that if you tell enough people, often enough about Jesus, eventually some might believe and be saved. But as we have seen earlier in this message, that salvation experience and the potential relationship that it brings, does not cause many so-called Christians to even read their Bible on a consistent and systematic basis.

My theory is that there is no need to export this type of Christianity to anywhere. In fact unless God supernaturally intervenes, it will slowly die a benign death. Therefore it follows, it makes little or no sense to appeal to these people for funds to support missions, either domestically or internationally and expect to receive liquidity enough to be of any serious value. This can be overcome by some intense marketing pressure, but those promises tend to again focus on the promotion of self. Which of course, is what makes them a success, not the giving's spiritual value.

Jesus said, "Follow me and I will make you fishers of men."

Granted he was talking about Himself being the ultimate bait. But using just the bare hook of the gospel, dragging it through one sea after another may eventually allow you to snag some fish, but could using some other bait make a difference?

The old saying, "Give a man a fish, and feed him for a day. Teach a man to fish and feed him for a life time." has merit in community development, and not just in the developing world. Fishing is an enterprise. Jesus chose fishermen as some of His disciples.

Contemporary pastors are taught to be shepherds. In the natural sense, the shepherd protects the sheep from predators and other dangers, and the sheep do their job. They eat, reproduce, produce wool, and are slaughtered. That makes a fine analogy to the church, except church sheep don't eat (the Bible, the word of God) by themselves, they must be bottle fed, hence, the rest of the analogy doesn't work either.

But both church sheep people and regular people do eat real food. Much more than they need. So why not serve them something they enjoy and invest the profits in community development where people need real sheep and goats to survive.

This fall, I plan on going to Nepal to investigate what we can do to help the Kaimaya people. This people group made up of various ethnic backgrounds is unified under the Kaimaya term, which is translated as slave. For the past two to three generations these people were basically indentured servants to local landlords. They were recently freed from their slavery by the government, and given a small plot of land. Currently, they are being given a few fish to eat, but they desperately need fishing skills in order, not to prosper, but to just survive.

The Justin - Grace model believes that the profits from selling barbecued fish, chicken, beef, and lamb, should be invested in providing the Kaimaya people and similar peoples with the means to grow fish, chickens, goats, sheep, and beef, as well as vegetables and other food items. While we are at it, we should see what opportunities might exist to produce a golden medium of exchange with precious metal and environmental restoration projects.

One thing I have heard from a variety of pastors and ministry leaders is that they know how to feed the word of God to the sheep, they know a little about how to hand out fish, but they know little about the actual process of fishing, or business enterprise.

So, the Fishers Institute at Wonder Springs begins by teaching the pastors, leaders, and staff of true evangelical churches the fundamentals of fishing in the enterprise sense. Fishing is a creation based enterprise, as is shepherding, so by using a creation model (Enterprise symbiosis), the business and vocational education they receive will be applicable in Seattle, Los Angeles, Siberia, or West Nepal.

This is the use of the Posada Wonder Springs building we have been pursuing in Seattle recently, and will be the basis for other Wonder Springs Fishers Institute facilities we would like to add in the future. These immediate facilities include a barbecue restaurant location that can also provide a place for community development right here in the USA. A small acreage or farm to teach principles of animal husbandry, gardening, and similar endeavors, as well as a test facility, or base, for some precious metals environmental equipment.

These facilities will be secured by seeking appropriate sound financial appropriations as we continue forward. These fishing funding opportunities can include but are not limited to:

- o Short term owner financing.*
- o Equity participation (stock) through Justin - Grace Ltd.*
- o In the State of Washington the issuance of tax exempt bonds reserved for nonprofit organizations.*
- o Grants from philanthropic organizations and foundations.*
- o Donations and Scholarships from individuals and enterprises.*
- o Providing classes, seminars and workshops utilizing the principles of Enterprise Symbiosis found in creation.*

Your interest, and or desire, to participate in any of these avenues of Community Development, either here or in other countries is hereby solicited.

That desire would help you understand the life of a purple star fish in his tidepool community.