



Chronicles of Diversity

Your leadership weekly

Bottled Liquidity

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When we acknowledge our most important natural relationships on earth, our relationship with water must be number one on that list.

"I never quite looked at it that way Jerry, I'll have to contemplate that over my daily double tall latte'.

I rest my case, that religious ritual you go through every day concerns a drink that is almost entirely water.

"Well I guess you're right, water is something I can't live without. Both naturally and as a consumer, I am a great devotee to water in its various flavors and forms. Perhaps, I should drink a toast of fine Champagne to my liquid desires and needs. It not only gives me life, but helps me celebrate life."

Excellent Champagne is one of the most costly forms of water. Did you know that that fine champagne is in many ways judged in its excellence by the way its taste resembles high quality sparkling water? At least that is what a fine wine merchant once told me.

In our civilized world we need water not only for life, but to carry our wastes away. When I was in graduate school one of the first things they taught us was that primary sewage was as pure as Ivory

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Soap, 99 and 44/100 % pure water. So next time you drive by a sewage treatment plant why not stop by and see if you can pick up a few gallons. Sewage is just another form of water to which you make a major contribution each and every day.

Back to the latte, it amazes me that people complain about two dollars a gallon gasoline, but see nothing wrong with spending two to three dollars morning, noon, and night for a cup of Joe. But let's take it to a higher level.

All science believes that before there was life, there was water. Evolution believes that life evolved out of a primordial sea. The creation story in the Bible begins with a world covered in water. That water was moved upon by the Holy Spirit and over time the natural world and life was formed by God's design. The Bible adds further, at the time of a new creation that water, this time in direct harmony with the Holy Spirit is the Source of eternal life. So in a way time, both temporal and eternal, are measured by the flow of water, and the movement of the Holy Spirit.

Jesus speaks of this symbiosis of the Holy Spirit in a future time with His remarks in John 7:37-39: On the last day, that great day of the feast (the Feast of Tabernacles, or Succoth), Jesus stood and cried out, saying, "If anyone thirsts, let him come to Me and drink. He who believes in Me, as the Scripture has said, out of his heart will flow rivers of living water." But this He spoke concerning the Spirit, whom those believing in Him would receive; for the Holy Spirit was not yet given, because Jesus was not yet glorified.

The Feast of Tabernacles is the celebration of the time of God's provision in the Exodus wilderness and is the last biblical feast of the Jewish Calendar. In Jesus day, during each day of the feast a golden pitcher was filled with water from the Pool of Siloam (meaning sent) and emptied either on the altar or the ground (depending upon the reference source). This procession was accompanied by reading many of the biblical teachings on water.

Today, 6 October 2004 is that day known as Hoshanah Rabah is the last day of the feast spoken of in this passage. Tomorrow, 7 October is Shmini Atzeret is the eighth day after Succoth is celebrated with strong Messianic overtones, again with an emphasis on water, but in this case is its future water or rain. This is just as Jesus proclaimed for himself and of the coming of the Holy Spirit. From the context of this whole passage in John Chapter 7, it would be known to all who heard His proclamation that day that He was truly claiming to be Messiah. Two of those water passages that relate directly to this Succoth passage are found in Isaiah:

Isaiah 12:1-3 And in that day you will say:

*"O LORD, I will praise You;
Though You were angry with me,
Your anger is turned away, and You comfort me.
Behold, God is my salvation,
I will trust and not be afraid;
"For YAH, the LORD, is my strength and song;
He also has become my salvation."*

*Therefore with joy you will draw water
From the wells of salvation.*

Isaiah 12: 44:3-5 For I will pour water on him who is thirsty,

*And floods on the dry ground;
I will pour My Spirit on your descendants,
And My blessing on your offspring;
They will spring up among the grass
Like willows by the watercourses.'
One will say, "I am the LORD's";
Another will call himself by the name of Jacob;
Another will write with his hand, "The LORD's,"
And name himself by the name of Israel.*

We could develop this whole concept much more fully, but it is important to remember the relationship connection in all celebrations. These celebrations in many cases were instituted by God for our pleasure in a wilderness pilgrimage. In virtually all of celebrations there is the usage of a form of water to heighten the pleasure of the event. This even includes our mundane relationship with spectator sports.

Now if the Phylogenesis Institute is to deal successfully with the nature and the development of relationships and also with liquidity with purpose, it would be wise to make water a prime source of liquidity both financially, literally, and naturally, as in the understanding of waterborne relationships, both positive and negative. We need to create a pure form of liquid celebration.

As we discussed last week, we should not seek to amplify the role of this water beyond the natural. Our desired use of the liquidity we seek through our promotion and sales must be limited to the purposes that promote the development of the greater understanding of the role and the need for community relationships in our lives. In other words, it can only be a symbol that we are alive and that we share life with others.

During my travels this summer in the land of the Swept Aways I had the opportunity to find a motel - bed and breakfast facility near Glacier National Park in northwest Montana. This facility is in absolutely impeccable condition, and if fully utilized will provide housing for about fifty guests and students of our Phylogenesis Institute. The property also has a new large metal building which can provide space for our enterprise opportunities.

When I think of Glacier National Park, immediately two things come to my mind, magnificent mountains and Grizzly Bears. *Ursus arctos horribilis* pretty much has gotten a bad rap as being a ferocious brute. This reputation dates from the time of the Lewis and Clark Corp of Discovery. While a good hunk of meat is mighty tasty, most of the time Grizzlies are much more inclined to eat what we would call a low fat diet of fruits, veggies, worms and grubs.

“Et tu Brute’?” are the famous words from Shakespeare’s Julius Caesar, which literally means, “You to Brutus?” which the stabbed Caesar asked one of his assassin friends. Now the interesting relationship that ties all this together is “Brut” is a dry high quality Champagne, “Brute” pronounced the same way, means our nasty bear. You add the accent mark for the latin and you have the first name for a jolly bearish mascot for a water company.

In that full spectrum, the concept implied in “Et tu Brute’?” asks the question does Brute’ drink Brute’ sparkling water? (The champagne water from God’s country.) Of course he does? After a hard day working in the wilderness nothing could be better than a bottle of glacier cold Brute’ Sparkling Water.

Now all we need is a smiling Brute’ who wants to celebrate the fact that his horrible disposition is mostly fiction, fabricated by people who think they own him and his territory. When you weigh on average about 800 pounds, you really don’t have to take much guff from humans. But that really doesn’t mean you are a bad person, or a bad bear.

After a search of the internet for such a joyful natural brute guy, and looking for a suitable photo at a local nature photographer, I decided, God willing, I could produce a photo as good or better than what was readily available. Armed with my camera I set out to see what I might find at the Woodland Park Zoo in Seattle.

There are a pair of Brown Bears at the zoo. All North American Brown Bears are of the same species and can interbreed in intersecting territories. This includes the Kodiak, (isolated on Kodiak Island in Alaska) the Alaskan (which live near the coast of Canada and Alaska) and the interior Grizzly. The Grizzly is the smallest, somewhat because he doesn’t get all the great salmon dinners.

Upon my arrival at the zoo I went immediately to the bear area. They seemed to be too occupied with the good life at the zoo to really pose for any good pictures, but I did get some shots as good as any I had found previously. Therefore, I decided to check out the rest of the zoo, and come back to see if they might be more picturesque later in the day.

It was beginning to rain when I returned to see the bears, I took another set of pictures very similar to the first series, and with just a few shots left on my digital flash card, I decided to see if I could get a

couple of pictures of the big guy sitting up by one of the rocks. Pretty much as I got into position this brute turned his head directly toward the camera and seemed to smile and smile.

What could he have been thinking about? “Life is pretty good for this bear.” or, “Hi, Jerry, would you make me famous if I smile for you?” or perhaps “God is so good, that He as chosen me to be part of this whole water relationship gig. Hallelujah!”

Anyway, a picture of the smiling brute bookends the pdf this week with a caption written on the stone expressing the merits of Brute’ Sparkling water and on the other end, as a statement of expressions for the relationship gig.

As I mentioned previously, the Feast of Tabernacles runs for eight days, the last day celebrating not the past wilderness pilgrimage of the previous seven days, but the future of God’s fulfilled promise to Israel, the Gentiles, and the whole creation.

In that day, the Bible speaks of the lion and the lamb living together, and children playing with poisonous snakes. Since that photo shoot, I have been thinking about playful grizzly bears, a day when you can truly call a *Ursus arctos horribilis*, “Hey Brute’, would you like to share some Huckleberries?”

We already have a foretaste of that relationship in our culture. I know my first real friend was my dirty old panda bear, he accompanied me on all my excursions, both real and imaginary. For a number of years he slept next to me and calmed my fears of being alone. I would guess you had (have) a similar friend. How about Winnie the Pooh and his friends, are they, and similar stories, just children’s tales, or do they truly speak of a day when relationships will again be perfected throughout all of creation.

The close of the Bible and the Book of Revelation speak of that time also. As a river of life flowing from the throne of God and the Lamb. Here again we see the perfected image of the Trinity, the Father, Son and Holy Spirit, spoken of by Jesus in John 7.

The timeless nature of eternity is spoken about in the life in and around that eternal river. The foretaste of that life is present in our common water today. Like so much of the Bible and creation, they are just pictures and illustrations of the pleasure of perfect relationship. But the more we understand these present gifts, the better prepared we shall be to walk this present pilgrimage, and into that glorious future perfection.

To make the Phylogenesis Institute and Brute’ Sparkling Water a reality will take about three million dollars. As I have told others, I have collected enough church offerings over the years to know that these funds are impossible to raise by common means, this is something that only God can do.

I am assembling a package that will allow for gifts of philanthropy and equity participation, to make this vision of Liquidity with Purpose a contributor to improve the quality of the wilderness pilgrimage. The goal is to eliminate any worldly debt as soon as possible and at the same time allow for a relationship to be established between the owners and the beneficiaries of this purposed liquidity. In a way that will be the norm in that future world. But in this present world it can only be a common model of people trying to help and encourage others.

Whatever you, or those within your relationship circle might contribute, would be appreciated, as well as if you would like more information as it is developed, I would like to hear from you.

