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Dear friends and partners,



You are probably wondering what does the international headquarters of the Coca Cola company have to do with campus ministry? Well, in an effort to save money, I often park in a community near Georgia Tech that is adjacent to the Coke building. As I walk the .5 to 1 mile walk to GT (and get extra exercise), I sometimes look up and reflect on what are the many Coke employees doing that day and how amazing it is that the world's most valuable brand is based across the street from GT. *Coca Cola* is the 2nd most well known phrase in the world ("okay" is #1) and is one of the most successful products and brands in the history of business. Robert Woodruff, the dedicated and visionary President of Coca Cola from 1923-1955, had an amazing goal. Mr. Woodruff wanted **every person in the world to have tasted Coca Cola in his lifetime** and worked diligently with other Coke employees to establish incredibly effective distribution and marketing campaigns. [*21 Indispensable Qualities of a Leader*, John Maxwell, p. 154]

What's the point? A recent *Pew Forum Report on Religion and Public Life* in the U.S. revealed (among other things) that "religion" is losing influence in modern America. For example,

- > nearly 75% of Americans think religion is losing influence in our lives and culture
- > Only 29% of Americans look to religious beliefs & practices mostly for guidance when it comes to questions of what is right and wrong
- > 92% of Americans believe in God or a universal spirit (of which 60% believe God is personal & knowable)
- > Among Americans ages 18-29, 25% say they are not currently affiliated with any particular religion

We in the 21st century Church must ask ourselves what are we doing (or not doing) to best "market" (proclaim) Jesus and His Gospel to the lost in our nation and world? Like Mr. Woodruff and *Coca Cola*, maybe we need to expand our personal vision and take ownership of "getting the word out" about our Lord and Savior, Jesus!



"Prof." Jones at the Truth Booth

"...He said to him, 'Go home to your people and report to them what great things the Lord has done for you, and how He had mercy on you.' And he went away and began to proclaim in Decapolis what great things Jesus had done for him, and everyone marveled."
Mark 5:19-20

So, I encourage you to pray a simple prayer as you begin your day, perhaps what I pray as I near the end of my walk to GT. **"Lord, use me as a tool today to make an eternal impact on student's and other's lives!"** The Lord will answer this prayer as we follow the Spirit's promptings and make ourselves available. For example, just a few of my recent "campus encounters" included:

- > encouraging Eric, a Christian Army veteran now working on a Phd in Aerospace Engineering
- > sharing my testimony and giving tracts to Priyank, a Freshman Biomedical Engineering student of Indian descent
- > sharing my faith in Christ and giving tracts to Nasrin, a female Muslim research professor in Chemistry from Iran
- > encouraging Kwang, a post-doctoral Christian from Va. Tech now working in the Physics Department
- > discussing beliefs and giving apologetic tracts to Arielle, a Freshman agnostic co-ed in Chemical Engineering
- > speaking with Karamsit, a graduating Sr. in Mechanical Engineering and former Marine, about life and faith in Christ

THANKS for your prayer and financial support! Your **partnership** enables us to work with others on the campus to influence students, our future leaders, toward Jesus and His truths! Have a great month and let me know if I can be of service?

Your campus missionaries,
Bart, Michelle & the Jones kids

+++ *Transforming the world by reaching and teaching students for Jesus Christ* +++

Thought on Modern Moral Relativism



“Don't ever take a fence down
until you know the reason it was
put up.” G.K. Chesterton