

young business leaders

Your Friends in the Market Place

Huntsville, Alabama



....Birmingham....Decatur...Huntsville....Jackson...Cincinnati.....Hartford... Mon

2007 A Year of Impact

⇒ Number of Banquets	11
⇒ Banquet Attendance	2252
⇒ Fundraising Events	200
⇒ New Studies	19

From the Executive Director

Phil Reddick



A Glance Ahead

In 2007 we began a new paradigm with staff member Scott Stewart working part-time with Price Waterhouse Cooper and part-time with YBL. Scott enjoyed this arrangement and so did YBL. This might pave the way for people to consider working a few hours a week with YBL without raising a lot of support.

I am continuing to work on a 5 year plan to be approved by the Board. As a result of that forward thinking a younger leaders' group has formed with Scott Stewart and myself. Frank Woodson has formed one with many African-American men. We want to begin investing in these younger men to be the future leaders of our ministry. At the same time I continue to invest in men who are leading their companies and are having a major impact on our city today.

One thing on the drawing board for next year is to have some targeted lunches by vocation. These would give us opportunities in a smaller setting that will open up future doors for the gospel and for studies in different companies.

A Special Thanks

We could not accomplish all God intends without the faithful labor of love and support from our Board, committee chairmen and discipleship leaders and supporters. Each plays a vital role, along with every person involved with YBL, to furthering God's kingdom and His glory. I and my staff are better men because of them. I pray God's richest blessings upon them and trust God will use us in their lives as well.

A Glance Back

On a personal note Anne and I celebrated our 30th Anniversary in September. Our big trip was to China to be with Catherine during the World Cup. Our other daughter Ginny was able to go as well. As I continue to read books, listen and pray with men, I realize that I must continually invest in my marriage and my children. Even though they are 27 and 25 along with my new son-in-law Robert, there is still room for guiding, for listening and discipling. It is a mutually growing together as husband, wife, children, and parents.

I am committed as ever to working with men, discipling them, establishing healthy marriages and restoring others, plus praying and working to change our culture and our city toward a heavenly one. It has been a great journey. This is beginning my 24th year in Birmingham. God has done great things and I trust Him to do even greater things than we can imagine. I hope you enjoy reading a recap of this year.

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Jim Cooper

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David Cooper, Co-chair

Southern Company

Jeff Flannery

The UPS Store

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Executive Director



Reaching Tomorrow's Leaders Today

Scott Stewart

Over the past year, I have been blessed with the opportunity to see Young Business Leaders from a different perspective as a staff member. The last year has only solidified the recognition of need for this ministry among our city's young professional community. YBL is assisting the church in reaching and equipping young professionals with the gospel in a non-threatening environment through relationships developed in the marketplace built on common interests.

With respect to the young professional demographic, we have expanded our audience in the current year beyond the traditional banquet. YBL, along with other not-for-profit Junior Boards, is participating in initiatives with Young Professionals ("YP") of Birmingham. It is sponsored and backed by the Birmingham Chamber of Commerce to increase the voice of our young professional community among city leaders. Certain initiatives included participating in the Young Professional's Expo and Birmingham Leadership Reception. The Young Professionals Expo provided an opportunity for YBL to increase the visibility of our ministry to approximately 200 businessmen entering the marketplace. From this Expo, we were able to follow-up with approximately 20 businessmen and attract attendance to our Summer Series. Also, the Birmingham Leadership Reception hosted by UAB President Carol Garrison, provided avenues to expand our contacts. We are definitely excited about capitalizing on the current momentum of these initiatives going forward.

We have also seen great interest in our mentoring program from young professionals involved with YBL. The mentoring program has become another entry point into the ministry for men not currently connected with YBL. In response to the need, we have begun to actively publicize the mentoring program on our website with a summation of the program and profiles for all mentors. The greatest challenge is not identifying young men who desire a mentoring relationship, but rather it is identifying common interest, experiences and vocational similarities between the mentee and mentor. We are on our way.

YBL's 2007-08 List of Recommended Reading

The PAPA Prayer - by Larry Crabb

Crabb offers some very practical tips to your prayer life. I always need encouragement to pray.

A Grace Disguised by Jerry Sittser

This is one of the most outstanding books I have ever read on grief, suffering, and dealing with questions you want God to answer. It is written by a person who lost his mother-in-law, wife and child.

For Men Only by Shaunti and Jeff Feldhahn

It's one of the most practical books on marriage. I recommend it to all the couples I am counseling. They understand men and how we think.

Brothers We Are Not Professionals by John Piper

This is another great book by John Piper dealing with some issues pastors and laymen face today.

Flags of our Fathers by James Bradley and Ron Powers

A biography by the son of one of the men who hoisted the flag (the famous picture) on Iwo Jima. It is a great read.

Quiet Strength by Tony Dungy and Nathan Whitaker

The life story of Tony Dungy and his rise to prominence as the head football coach of the Super Bowl Champion Indianapolis Colts. He has some great insights for foot-

ball and life. He is a wonderful Christian example.

Margin by Richard Swenson

I reread this book because it is so vital and practical on building margins in our lives. A must read for every businessman trying to balance priorities.

Blink by Malcolm Gladwell

The author of "The Tipping Point" gives reasons why many split second decisions are so accurate. To make good decisions though we must have good input, training and practice.

The Costly Call Book 2 by E. F. Caner and H. E. Pruitt

A wonderful account of people who have endured persecution for the sake of our Savior. There are many that were influenced directly or indirectly by western businessmen.

Strength Finders 2.0 by Tom Rath

This is a great individual and team assessment tool. Until recently we have been told to devote more time to fixing our weaknesses than to developing our strengths.

Rath helps people uncover our natural gifts and gives insight in how to maximize them.

BIRMINGHAM, AL

Phil Reddick



2007 proved to be a very unique year for YBL Birmingham. We had four of the most unusual and diversified banquets that we have ever had. We began with Phil Heimlich councilman from Cincinnati whose father invented the famous Heimlich Maneuver. Phil is also a completed Jew.

In May we had Gilbert Tuhabonye, the sole survivor of the Tutsi tribe from the massacre in Burundi where he attended school. In the fall we had Danny Wuerffel former Heisman Trophy winner and NFL quarterback. He challenged us to live for the eternal things, the things that really matter. Then we finished up the year with Brian and Mel

Birdwell. Brian survived the 9/11 Pentagon terrorist attack. It was a very powerful story of marriage, faith, and survival. We have a number of new studies and new discipleship groups as a result of these banquets and have met with scores of men that want more information about knowing Christ.

We have also continued our involvement with the Mayor's Prayer Breakfast. We continue to elevate this event for the city. We are excited at the direction that it is taking in terms of uniting us as a city, praying for our mayors and proclaiming the gospel.

We participated in the Diversity Summit sponsored by the Birmingham Regional Chamber of Commerce. Our

team led one of the break-out sessions that focused on mentoring, which continues to be a vital part of our ministry. We believe mentoring is going to be one of the bridges to help engage young business leaders in their growth or even help introduce them to our Savior.

We co-sponsored with the School of Business a three person panel discussion on living your faith in the marketplace at Samford University. This convocation was open to the whole school and was attended by 400-500 students. We are trying to build bridges with universities so when they graduate they will want to get involved with Young Business Leaders .

One Man's Story — James Sutton

My wife and I spent the first 21 days of the year fasting and praying for direction. I asked God to put men in my life who loved Him, had good marriages, were faithful to their wives, were successful in business and ministry, and could help guide. God answered my prayers and provided men of character and integrity. One such person was Frank Woodson of YBL (who practically took me under his wings, inviting me to lunches, and special events). Not many people in corporate America will take time to mold a young person who has nothing to offer.

Since becoming a part of YBL, I've connected with other men of character who tread the waters of corporate America with Christian morals and values everyday. It's encouraging to know that it can be done because there are many examples and cases that it cannot.

Just recently, God has allowed me to realize a vision I've had for about two years: to create an online Christian hangout for young people called CrossConneXion.com. It's a social networking site where they can go and find information, Godly counsel and connect with their friends. Everything goes back to having the right connections. We all need them no matter our age.



CINCINNATI, OH

William Plott

In Acts 17, we find Paul hanging out in Athens,

Greece. Paul was waiting for Timothy and Silas. While Paul was hanging out in Athens, he began to study the city. Paul learned a great deal about Athenians just by observation. I find it interesting that the Scriptures point out that he spent much of his time in the marketplace. He discovered what was important to them. He shared the gospel as it related to THEIR context and culture. He asked questions. He watched. He learned. He connected.

I find a strong connection to what Paul did in Athens to what YBL is attempting to do in Cincinnati. Paul was constantly entering new cultures. In each, he applied the gospel in a slightly different way; a way that they would understand and relate. Cincinnati has a different culture than Birmingham. Cincinnati has a different culture than Jackson or Huntsville. As YBL begins its fourth year in Cincinnati, I think we are just now beginning to understand the differences and what that means in terms of how we apply the gospel.

Looking back, Cincinnati - Year Three, had some great highs and some difficult lows. We started the year off with a bang. It was truly a window into what YBL may become here. In March we had Jeff Struecker speak about his experiences from *Black Hawk Down*. Over 200 men came to hear Jeff speak. We estimate that nearly a third, around 70 men in attendance were not believers. Two years of building relationships had paid off with great attendance.

We were disappointed two months later when we had to cancel a highly anticipated event because of a schedule conflict with our speaker. We were expecting another huge

crowd (by our standards). That caused us to lose some momentum heading into our fall event. The year was a mixed bag when you look at the "numbers" - but the numbers never tell the full story.

Throughout the year, I began to listen more intently to questions our leadership was asking. They are asking questions about our context, our culture, and the gospel. The questions revolve around *HOW* we are going to be most effective in taking the gospel to our target audience. The same questions Paul was asking himself in Athens nearly 2000 years ago. These are questions every ministry and every church should be consistently asking themselves. Cultures change and contexts change, but the gospel is applicable at all times and in all places. But we still have to observe and listen before we engage. I am excited to see where YBL Cincinnati - Year Four takes us for this very reason.

God is at work here in Cincinnati. And the more we ask questions and the more we listen, the better seat we have to watch God work in the lives of businessmen. It is always good to take a lesson from Paul, the first YBL director. I encourage you to read Acts 17. Listen to how he approached the leaders of his day at that YBL banquet he held on Mars Hill. I wonder what they served for dinner!

In another group, we were challenging one another to develop a consistent, daily time with the Lord. As an ambassador, you must be in constant touch with the One you are representing. A brand new believer remarked, "I have never once read the Bible in the way you are talking about. I have never connected the idea of reading the Bible as a part of having a relationship with Christ." This man's life has been changed since this statement.



Jackson, Ms

Doug Owen



14 Years

This fall marks the 14th anniversary of the start of YBL Jackson. That's a lot of water under the bridge. Many things have changed in those 14 years and some have not. As the old saying goes "the more things change, the more they stay the same".

Since our inception in October 1993, we have seen the advent of the internet (thanks AI), the i-pod, HD TV, the Red Sox win a World Series and the Saints go from "Aints" to "for real". Most of the people you talk to seem to be moving faster, but don't know where they are going. The faster the pace of life gets, the more casualties there seem to be, because as the song goes, "people need the Lord". No matter how much life changes, the basic truths of this life remain the same. Jesus said "I am the way, the truth and the life..." John 14:6. There is no "life" apart from Christ. There is only "death".

This is the niche that YBL fills. I liken our ministry to a light house that helps lost travelers find their way. Men are seeing and feeling the futility of the rat race in which they find themselves. As they seek to exit that race they see YBL as a way to connect to God again. Our banquets and other outreaches serve as a wake up call, with the weekly Bible studies providing the path back to God. I have seen it happen over and over.

Here is an excerpt from an email that I received recently:

"Doug, I do want to tell you how much I did enjoy the meetings I was able to attend. I considered myself a Christian all of my life, having been baptized when I was 14 years old. However, as of late, mainly the last several years, I've done as many others and slid "off the path" per say. Our meetings reignited a fire inside me and turned me back in the right direction.....living for Christ. My wife and I have since joined a new church and life is better than ever. There's an old song that comes to mind called "Pass It On". It contains one verse that reads....."It only takes a spark to get a fire going". Thank you for helping ignite a spark inside of me."



Another aspect of our ministry is helping these men become leveraged into other people's lives. I recently was talking with a man who had gone through our Concentrating on the Majors study and then was involved in one of our discipleship studies. When he first got involved in YBL he had lost his way. As he admitted he was a "believer in his mind but not in his heart". I asked him what had made the difference and he said it was his involvement in the YBL study. It was there that he really began to understand the gospel and what grace means. This man recently was called to be an elder in his church. That's making an impact in a man, a family, his relationships and a church.

Those two stories encapsulate to me what YBL is all about, helping a man find his way back to (or to) God and then equipping him to go into his world and influence it. That's what we do. It is who we are.

North Alabama

Bob Boerner



The Von Braun Center

A Strategic City...

An Opportune Time!

As a thriving southern city, Huntsville, Alabama, continues to gain national recognition! In business, aero-space, and national defense Huntsville's economic slogan, "The sky is NOT the limit!" is creating tangible momentum...and wide recognition.

For instance, Forbes Magazine lists Huntsville as one of "Forbes Leading City's for Business." INC Magazine also calls Huntsville "one of the Hottest mid-size cities in the nation". Huntsville, also, proudly accepts the honor of hosting the nation's second largest research park.

In the midst of Huntsville's successful business community you will also find the growing influence of YBL. As an effective ministry to the growing business district of Huntsville, YBL's influence continues to make an impact in the community, as well as, make a tangible difference in men's lives.

With 25 small groups that meet weekly in the work-place, YBL is creating an environment where men's lives are being transformed. Our leadership has seen God unlock the doors of men's hearts for personal change through our small group ministry. Our goal to launch 60 new groups in 6 years is driven by our passion to see men reached and disciplined for Christ--we are convinced that an effective small group ministry is the best environment to make this happen! But our passion doesn't stop there...

Our leadership team is equally convinced that YBL should be making a tangible difference in the way business is being done in Huntsville. Our passion for personal transformation through our small group ministry is being rivaled by our passion to make a tangible difference in the work-place -- we call this **market-place transformation!**



YBL Huntsville Launches Leadership Training Series

This past year (2007), YBL Huntsville put shoe leather to this passion by launching a new ministry initiative, and this initiative was designed to provide a place for men to consider "how" they can make a difference in the workplace. We are calling it our **Leadership Training Series**. The concept is to find local businessmen who are modeling what it means to exemplify Christ in the workplace and give them opportunity to present ideas, principles, and real life examples of what it means to live out our calling as Christians in the workplace.

These mid-sized events would then be followed up and sustained through small

groups. The purpose of these new small groups would be for each member to seek to use their influence at work to advance Christ's Kingdom.

The initiative was launched the spring quarter of 2007 with Dr. Marvin Carroll, President and founder of Tec-Masters, Inc. Dr Carroll presented two key sessions on the subject of servant leadership in the workplace. The meetings created a place of input and dialogue for our men which culminated in the launch of a new small group focused on the application of servant leadership in the workplace. During the fall quarter the group divided so as to begin a second group

Ethical Leadership



The 21st Century Challenge

Frank Woodson

In the first three years of the 21st Century, there were more than 22 corporate scandals to go public. Well known companies have seen reputations that took decades to build fall by the wayside in a very short period of time. What has been the response of our colleges and universities to these events?

A 2003 survey of Business Week magazine and The Wall Street Journal's 13 highest-ranked U.S. business schools found that only about half make ethics a required course. That leaves thousands of future business leaders without an ethics requirement in their career track. If this is indicative of the best schools, then it leaves very little hope for addressing this epidemic.

At Young Business Leaders we are committed to engaging businessmen where they spend the majority of their waking hours – The Marketplace. We are committed to championing the cause for strong character and ethical business. In fact, it is our vision that every city that has a YBL presence would be known as a city that *"Does Business by the Book!"*

<u>Companies w/ Scandal</u>	<u>Public Date</u>
Adelphia Communications	Apr-02
AOL Time Warner	Jul-02
Arthur Andersen	Nov-01
Bristol-Myers Squibb	Jul-02
CMS Energy	May-02
Duke Energy	Jul-02
Dynegy	May-02
El Paso	May-02
Enron	Oct-01
Global Crossing	Feb-02
Halliburton	May-02
Homestore.com	Jan-02
Kmart	Jan-02
Merck	Jul-02
Mirant	Jul-02
Nicor Energy, LLC,	Jul-02
Peregrine Systems	May-02
Qwest Communications	Feb-02
Reliant Energy	May-02
Tyco	May-02
WorldCom	Mar-02
Xerox	Jun-00

Diversity in the Marketplace

This October Young Business leaders had the opportunity to participate in the Birmingham Regional Chamber of Commerce's Diversity Summit. I was given the task of leading the discussion on Mentoring Today for Tomorrow's Leaders. Having the opportunity to be a presenter and not a participant speaks volumes to YBL's decision to take diversity seriously. Phil Reddick and I had to be willing to be open and honest with one another as we worked to close the racial divide in our city. We each learned many valuable lessons that have led to YBL events being more diverse than ever before.

Here are a couple of lessons that I've learned:

◆ Relationships are built in the Black community just like they are built in the White community... a personal investment of time.

- ◆ To develop a diverse circle of friends and business partners is going to require being "intentional" (i.e. you have to do it on purpose).
- ◆ It is not a compliment when you say that an African American is articulate... "powerful" or "substantive" acknowledges their contribution to the dialogue.
- ◆ Being late to a meeting may send the message that you do not value their time.
- ◆ There is no monolithic Black community; but rather several streams that fall into a class structure.
- ◆ Using Confederate Generals as models for integrity and godliness is not received well in every community.
- ◆ "What's happenin' brother" is never an appropriate business greeting and is sometimes offensive.
- ◆ White and Black businessmen really desire to build cross-cultural relationships, but often do not know how.
- ◆ Every single person was created with a God-shaped vacuum that can only be filled by God Himself.
- ◆ A smile does not always mean that someone is for you.