

The Business Bulletin

CONNECTING BUYER AND SELLER FROM COAST TO COAST

July 2022 Volume 20 Issue 12



STORAGE SHED BUSINESS



By Larry Anthony
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in some jurisdictions will throw out legal motions if the print is smaller than 12 point. It seems that when people sign contracts, they place their confidence in the place of business, in reviews they find on the internet, or by the recommendations of friends and neighbors. - Larry

Credit - *Attorney Bryan Whipple

72 pt. **Apl** 1"
18 pt. **apl** 1/4"

Contracts

Do you read the fine print?

Who likes fine print? How tiny can it legally be? Besides selling sheds, we represent two carport companies. "Typical Carports Co" was just invented for this article. Both of our companies list terms of sale on the order page. Most of the page is order information. This leaves the bottom of the page for conditions and disclaimers that most customers sign without reading. On the sales contract of one of these companies, the print was smaller than 7 point type!

For comparison, at 72 point type size, the characters + the ascenders and descenders are about one inch high. The *Business Bulletin* is set in 11 point type. At my age I use a magnifying glass to read things printed in 12 point type.

So I google-searched to learn what is the smallest size of type that can be legally used in contracts. In the majority of states, there are no laws governing that! An attorney addressing this question on the internet answered, "Among the provisions that often must be in larger print (all capitals and/or bold-faced)

are:

- (1) Disclaimers of warranties
- (2) Automatic renewal provisions
- (3) Arbitration clauses
- (4) Portions of deed in lieu of foreclosure contracts
- (5) Anything where the non-authoring party foregoes or waives a customary right.*

One law practice maintained that if a person willingly signed the contract, he has no ground to stand on if he feels cheated later (within reason). One attorney's office noted a company who requested them to keep the print small, apparently with the intent to hide some content. I read that judges

TYPICAL CARPORT CO. LLC

NOTE: FRAMES ARE 1 FOOT SHORTER THAN ROOF LENGTH WISE

Options:

Description	Width	Roof Length	Frame Length	Leg Height	Gauge	Price
<input type="checkbox"/> Regular Frame						
<input type="checkbox"/> Additional Leg Height						
<input type="checkbox"/> Both Sides						
<input type="checkbox"/> Both Ends						
<input type="checkbox"/> Gable Ends						
<input type="checkbox"/> Roll-Up Door						
<input type="checkbox"/> Walk-In Door						
<input type="checkbox"/> Window						
<input type="checkbox"/> Standard Anchors						
<input type="checkbox"/> Other						
<input type="checkbox"/> Other						
<input type="checkbox"/> Other						
<input type="checkbox"/> Other						
<input type="checkbox"/> Other						

Colors: _____

Installation: ☐ Ground ☐ Concrete ☐ Asphalt ☐ Other _____

Land Level: ☐ Yes ☐ No (Building will be installed "as is")

Electrical: ☐ Yes ☐ No (Permits May Be Required) ☐ Not Required

Things You Should Know...

Buyer agrees that the balance shall be due and payable upon installation. In event that balance due at time of installation are not paid in full, buyer shall be in default under this agreement. TCC may elect to repossess the carportage's buyer hereby consents to allow TCC access to the carportage to repossess or to its sole discretion TCC may assess interest at a rate of 15% per annum on any unpaid balance. Buyer agrees that in event of any default under this agreement, buyer shall be responsible for the full cost of the carportage. TCC reserves the right to terminate this agreement at any time. Typical Carports Co. is a registered company in the State of Ohio. In the State of Ohio, TCC is not responsible for permits, licenses or restrictions. Please contact your local Building Inspector or Homeowners Association for information. TCC is not responsible for permits, licenses or restrictions. Please contact your local Building Inspector or Homeowners Association for information. TCC is not responsible for permits, licenses or restrictions. Please contact your local Building Inspector or Homeowners Association for information.

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Buyer: _____ Date: _____

Contractor Name: _____ Date: _____ Dealer

Payment: ☐ Cash ☐ Credit Card ☐ Check # _____

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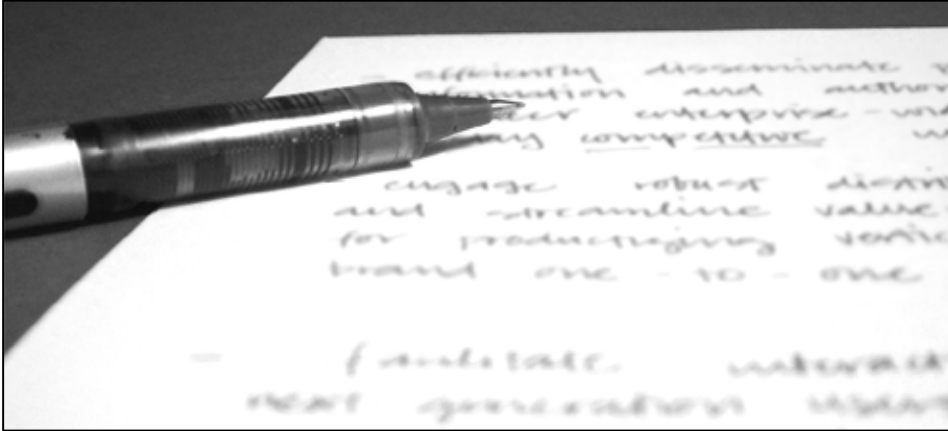
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Editor's Notes

PHILLIP KOEHN, FLEETWOOD, PA businessbulletin@gmail.com

I Gotta Go

No, I am not talking about the bathroom! I am not talking about leaving for work or town. These are words I hear quite often during a phone conversation. "I gotta go!" "I got another call coming in." "Okay, talk to you later." and the phone clicks off. You can just feel the pressure in their voice that they want to hang up. There is no time for unimportant *me*. People are so busy today that they look at who is calling and decide if they want to answer or decline.

It is not unusual for my vehicle mechanic to be breathing hard when he answers the phone. He is so busy that our phone conversations are short – when can I bring my vehicle in to be worked on? We agree on a date and he tells me to write everything down and leave the paper on the seat. We end the conversation.

You would think with all the tech we have that we would have time to sit on the porch and goof off with our families. But, no, there is no time for that.

Times are changing rapidly. Habits/adictions are formed that were unknown in times past. We simply are cramming every activity in, never being able to say *no*. Not too long ago, I was told by a church brother that he had only one evening open that week. Now, mind you, this is not all social – some of it is church-related business which also has to be taken care of. But how do we make it through the week if we get to bed late every night? Weekends are full also.

I went to the township office this morning to present a new problem that my wife and I are having. The north side of our house sits about 18 feet from the edge of a busy intersection of two two-lane country roads. The northeast corner of our front porch sits at 15 feet from the edge of the same intersection. Last January a car, coming from the north and turning west, didn't make the corner, took out our fence and crashed into the house. One night last week a car missed the corner again and slid into our small front yard.

Our neighbor lady across the road says this has never happened in the 60 years she has lived at this location. Is it just coincidence that it is happening now? Is it going to happen again? It could, which is what I am hoping to prevent! The lady at the township office and I agreed that people have changed in the last couple years. People are tense, fearful, and weighted down by many problems in their lives. They gotta go! They gotta get there! They are distracted by their phones, distracted by a fight they had with their spouse. They are angry at their boss or neighbor. They are late for work. They are ready to honk the horn at anyone who gets in their way!

Today, in our good ole USA, it is not so good anymore. Not even in Washington D.C. During a conversation at my job, I told one of my employees that we had been thinking of taking our five daughters and their husbands on a sightseeing trip to the national capital. But I don't feel like it now because Washington D.C. does not seem sacred anymore. What is behind the teenagers who pull the trigger at the school shootings? What is

causing the deep anger and depression in the young people of today?

Are *we* being negatively affected by the world around us? Do we find that all the busyness and stress of the world is rubbing off on us? I am quite sure that I am busier than our neighbors. Someday I am going to sit on the front porch and watch the sun come up ...

What about our respect for each other? Am I too busy to take time to visit? The other day I was going by our pastor's house. He was out in the front yard spreading some mulch. I had a goal in mind for that morning, but I said to myself, *I am going to stop and say hi*. So I did, and I still got the work done that I intended to do. I did not really lose any time by stopping, and we had a few minutes of connecting with each other. Being interested in others and their lives is a type of respect.

Bible reading and prayer can suffer because of busyness. There is a quote that says, "One week without prayer makes one weak." There are a zillion temptations out there and we need prayer to be overcomers. We need clear minds to make decisions. Guilt from sin in our lives sends clouds that darken our minds.

Do we have goals in life that mean something to us? Attainable goals? Cluttered minds cannot easily attain goals. Thinking smart and planning, then doing the work is what it takes. Accomplishing your goals may take months or years of hard work. "I gotta go" is not the answer.

I know we all are concerned about current trends and situations in America's society. Let us stay free from the bad and embrace the good! – Phillip 🖊️



The Fun and Fact Page

Boy age 4: Dad, I've decided to get married.

Dad: Wonderful! Do you have a girl in mind?!

Boy: Yes ... Grandma! She said she loves me and I love her, too ... and she's the best cook and story teller in the whole world!

Dad: That's nice, but we have a small problem here!

Boy: What problem?!

Dad: She happens to be my mother. How can you marry my mother!

Boy: Why not?! You married mine!

*What do you call
it when a group
of apes starts a
company?*

AnswersMonkeyBusiness

100 years ago this month (July 1922)

Oil was discovered near the small town of Smackover, Arkansas, when the Richardson Number 1 well, located four miles north on the land of Charles Richardson, erupted in a gusher. Within the next few months, the town of 100 people had over 25,000 coming in to seek their fortune. By 1930, the population was down to a little more than 2,500.

100 years ago this month (July 1922)

The Great Railroad Strike began in the United States with 400,000 rail workers walking off of the job.

Social Media Platforms: Where Should I Share?

By Quiara Pinchina, Port au Prince, Haiti

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So you finally took the leap and created social media accounts for your business—Facebook, Instagram, LinkedIn, Pinterest. Now what? Do you need to be everywhere? How many times a week should you post? WHAT should you post? Does all of this even really matter? You just want to make your customers happy and keep your bank account out of the red. So here's a breakdown of some different common social media platforms and how they can help your business.

Feeling burned out? Pick only one platform and focus on posting quality content with a purpose! Maybe later you can find a way to re-purpose content and build in sharing on other platforms. But you're probably better off not trying to be everywhere at once!

I've divided this into two parts: content creation and social media networking. Content creation takes longer but will have more long-lasting benefits (like SEO) for your website. It will also potentially save you time if you're answering questions that literally EVERYONE

asks you. It can also make your customers feel special because you are taking the time to give them your knowledge for free.

Social networking sites are all about building community and potentially being discovered by new people. People go to these sites to be entertained, not educated, and the shelf life of your post will be very short. But they're a great tool for posting little tidbits of information, showcasing product photos, and posting about events or sales that a lot of people need to find out about fast.

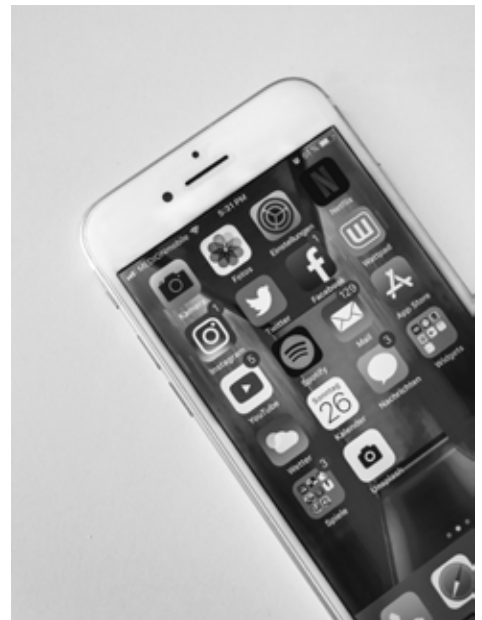
Like one person said, decide if your audience is scrolling or searching.

Some platforms like Instagram are for scrollers. You want your content there to be a bit lighter – inspirational, just something to stop their finger moving over the screen. You want them to stop, read, maybe smile, and even better, share it or leave a comment.

Platforms like YouTube and Pinterest, as well as Google itself, are for searchers. You need your posts on these platforms to focus on education. Many people search for things like “how to...” and many other searches name specific problems. Your searcher-focused content should be a bit more serious and focused on answers, whether it be education or a product you sell.

CONTENT CREATION

Blogging: “But that takes so long!” you're saying. Yes, it does. It also adds so much value to your website. However, not every website



needs a blog. And having a blog doesn't mean you need to post every week. Can you imagine subscribing to weekly blog posts from your dentist? If you do want to hop on the blogging train, be systematic. Post about things that people are asking you about. Do a monthly tutorial about a product you sell. Scheduled content, even if it's once a month or once a quarter, usually gets more views and engagement because it is predictable. When you sit down to write, step into your customer's shoes for a bit. You want to write things that really address common problems they have or what new people (that don't know about your business) will be searching for. I'll write more about how

CONTINUED ON PAGE 7

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"SOCIAL MEDIA" CONTINUED FROM PAGE 6

to structure blog posts in a later blog post. (Lol)

Email Marketing and Newsletters

How is this different than blogging and having people subscribe to your blog? I'm thinking of actually putting effort into creating a visually pleasing email newsletter with helpful content and/or offers. Usually people subscribe to your list by either buying a product from you or filling out a form on your site, and you manage it all with a software like Convert-Kit or MailerLite. Again, it's better to schedule this! Even if you're just doing quarterly newsletters highlighting seasonal products or a year-end email to all of your customers, it's better to be predictable. Email marketing is a great option for notifying people of sales, new products, and events. It's a bit more personal than any of the other internet marketing tools. You should really consider that email address list you've collected as sacred. Everyone is asking for your email address these days! Don't just stuff people's inboxes with spammy emails pressuring them to buy and don't send out information that doesn't apply to half the people on your list. They'll just click *delete* or *unsubscribe*. You already know how to be a nice person. Make sure you have good email marketing manners.

Pinterest

Pinterest is less of a social media platform (focused on following certain people) and more of a visual search engine. Most people, unless they're just killing time, type in a specific problem in the search bar. The majority of its users are female, so many are posting content like recipes, home décor, organizing tips, and activities for children. Recently they've added the ability to sell products. Pinterest is a great place to share some products and to post "how to" type blog posts that solve a problem, no matter what the subject. When posting to Pinterest, it's all about the picture. There are many tutorials on how to create Pinterest graphics. In order to get started and increase your chances of being found, I suggest that you check out the tutorials. Pinterest tracks "impressions" (how many people saw your post), "saves" (how many pin your post), and "outbound clicks" (how many people click on the pin and go to your site). You should be most concerned about the outbound clicks. These are the people actually showing interest in becoming your customer. If you go to your pin and scroll down to the "more like this" section, you can get an

idea if you are doing a good job on your pictures and pin descriptions. Hopefully, your pin and the other suggestions below will be similar content.

YouTube

YouTube is also a search engine more than a social media platform, exclusively for videos. Many people use it to solve their problems or learn more about a subject. YouTube videos have a long-lasting life – the more that people watch them, the higher they will rank in search results. They prioritize high-quality content with good descriptions that match the content.

Podcasting

This is maybe the "new" blogging. Many influencers and other business owners, too, have their own podcasts nowadays. Even if you don't want to start a podcast yourself, it could

*"Pick only one platform
and focus on posting quality
content with a purpose!"*

be good exposure for your business to be on someone else's podcast. They're always looking for people to interview. So do your research and find someone showcasing local businesses, or if you get an offer, don't turn it down!

SOCIAL MEDIA NETWORKING PLATFORMS

Facebook

This is where it all started, folks! And because Mark Zuckerberg now owns Instagram and WhatsApp also, it's safe to say he still has the monopoly! It seems like everyone is on Facebook, doing and sharing, and selling everything. It has some great features, like being able to post events, and also many areas have Facebook groups for local businesses. You can also join Facebook groups for your industry, where more people will see your content besides just your own followers. It's definitely a good option for a local brick and mortar business that needs a place to quickly share whatever is going on with their community.

Instagram

Instagram is picture-based and typically frequented by a younger crowd. Again, it's a great option for a small business trying to spread news through their community. Like Facebook, it's easy to re-share content and it can reach a bigger audience that way. It's also used a lot by creatives, so if you have a creative-type business or you're selling "pretty" things, (I'll actually include restaurants in there because food pictures are beautiful to me) take advantage of this picture-based platform.

LinkedIn

LinkedIn is all about professionals and corporations looking to hire people and people sharing resumes, right? Maybe. You probably don't need a LinkedIn account to sell rustic furniture made from pallets, but I have heard of it working for people with new products that are looking for wholesale buyers. Just look into it and see if it makes sense for your business.

WhatsApp

I'm adding this ONLY because it's Mennonites reading this. I don't think other people use WhatsApp statuses to market and share things the way we do. I don't think it's wrong. For awhile, it did seem like my age group was going overboard, but I think it's gotten better lately. People are creating silent groups on WhatsApp and Telegram, where they can showcase their fabric, essential oils, Pampered Chef flash sales, and handmade baby clothes. I think this is a good idea. If I'm your friend, I really do want to know you have a business and what you sell. If it's something I need, I want to support you, and I also want to recommend your business to my friends. Handmade baby clothes and custom quilts are so adorable. Post them once in a while. But I don't want to see 20 pictures of them a week. Sometimes I want to just hear about YOU without your business. Maybe you should invest in a website or Etsy store and showcase your products there. It might make it easier for us to buy from you anyway. Like I said with email marketing, your contacts in your phone are friends and family. They should be sacred to you. They're interested in your business, but they don't want to be digitally bombarded. So I think when posting on WhatsApp, we just all need to listen for the little feeling that says *it's enough*.

- Quiara 🍷

Cattleman's Corner

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Stock Tanks

Take a look at your typical stock tank and tell me what you see. Chances are, if you are looking at one similar to what I am looking

at, you'll see a squat, round tank with sides about two feet tall. Likely it will be in the 10-12 foot diameter range. Looks rather benign, doesn't it? But let me tell you, these things can turn diabolical in a split second. You would never think it, though, just looking on.

I've seen these tanks reduce a grown man to tears when he tries to step across the slippery, snot-covered rim to the pen just across. His foot on the rim flies east into the water, scraping his shin all the way down as his body and other leg go tumbling off towards the west in a very unmanly way. After chunking heavy pieces of ice out, I've seen grown men hewn down to a huddled mess with raw, chapped, and freezing hands gripped between their legs, trying to get a little feeling back in some sort of fashion or another, I've seen men angrily wipe themselves down after some of the black sludge that is so common to the bottom of these things got splattered all up and down their clean corral clothes.

I've had one of these tanks giving me the runaround for the past two weeks now. Seems it knew it was farthest from the place,

out where the cold wind blows free, and it took advantage of that fact. It froze itself up, which is common enough, but it went one more and froze the waterline feeding it. I was stuck with only one option: string out several hundred feet of garden hose to fill it in the meantime. But it must have had a confederacy going with the garden hose, because even though I had carefully drained the hose in early fall, now it was frozen solid, forcing me to carry it into the house, through the house, and to my wife's bathtub where I could submerge it in hot water. It came out clean and thawed, the bathtub, not so much.

These tanks have good points, though. I've run, halfway gagging, towards one to wash off some foul-smelling, yellowish/green muck that resulted from lancing an infected area on a calf. Or, they serve as impromptu swimming pools for little kids and dogs alike. I've dipped my hat in them on a hot summer day and scooped a bit of that cool water up on my overheated head, bringing instant relief.

I'll have to take you down to south Texas, though, when it comes to one of my all-time

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CONTINUED ON PAGE 9

"STOCK TANKS" CONTINUED FROM PAGE 8

favorite stock tank stories. My friend Stanlee has lots of these stock tanks on his yard. He has to, for as many head as he generally runs. The part of south Texas he lives in doesn't get cold like some of the rest of the country does, so getting a waterline to your stock tank is sort of an afterthought. They don't worry about getting it down below frost line at all. Their lines are so shallow, they practically lay on top of the ground in some places. You don't see huddled messes of men trying to warm their hands up down there very often.

But, that cold spell we had in the spring of '21 eventually made its way on down south, although it had moderated a lot by the time it got to Stanlee's ranch. It had enough cold left to it, though, that it did a bit of sleuthing around and found a few water lines close enough to the surface to wreck its havoc on. By the time it was all said and done, a number of those lines had fallen prey to its clutches. Initially, it stopped water flow to critical areas where hundreds, if not thousands, of thirsty cattle were accustomed to drink. So, all the hands got busy at keeping those calves watered up.

In a couple days, though, once it started warming back up, a new problem presented itself. Water started flowing again, just not at all where it used to flow, such as down a pipe. Now it flowed out at random places all throughout the acreage and the hands had a new challenge: chase down and ferret out these leaks which were causing such a low-pressure situation back at the main tank. After several days of fighting this war, it looked like the enemy had been pushed back and they were almost to call it a win. Except for one last tank that still wasn't getting water to it.

As Stanlee and his hired hand, Tyler, approached it, they noticed it was drunk down to two, maybe three inches of that yucky black scum that is so common to the bottom of these tanks. Tyler suggested to Stanlee that now would be a good time to tip that tank up and flop it over to get that junk out, and Stanlee agreed.

Now I know exactly what those men were up against, having been there myself. You get a heave up going, and you think you've about got it ready to flop over when the water that drained away from you smacks the other side and comes rushing back at you just like the tide going out and coming back


in. I've seen men stand there, bug-eyed and puffed-cheeked, doing their level best just to stay steady until the storm dies down and they can finish what they had in mind to begin with. Bear in mind that it had been cold down there in Texas, and it just might have been that Stanlee happened to have one foot on a frozen, slippery clod.

Clods, in my mind, have the personality of, say, clods. But they have the patience of Job and the humor of your worst enemy. This was your ordinary clod that Stanlee was standing on, and it knew its day had come. As that water smacked the other side and came back with a vengeance, both men set their feet and got ready to ride it out. But the clod just laughed, and at the exact moment, let a bit of itself go just as Stanlee was giving maximum lift. Both men had the tank at belt level when the clod did its thing. What happened next was a simple routine of physics set in motion by the clod. Stanlee's feet slid out from under and ran out behind him since he was straining mightily up and forward against the tank. That rim of the tank that has made fools out of way too many of us pulled out its ace of spades and played it at the exact moment.

Gouging itself into Stanlee's midsection, it made itself into a pivot point for what was left of the inertia started earlier when both men had begun their lift. Since Stanlee's feet and legs were now quite relieved of their previous weight, they took a quick vacation and looked on while stomach, chest, arms, and all upper body went into an Olympic quality spin/dive, headfirst into the tank. There was such a nice amount of momentum going that nary a whisker of Stanlee touched the tank as he did his routine, ending with a perfect land, flat on his back, slam down in the middle of the tank and black scum.

His eyes, bulging with surprise now (rather than strain), stared up directly into the eyes of a very amazed Tyler, whose face was not more than 18 inches away, perfectly aligned with Stanlee's down below, since his hands still gripped the bottom of the tank as it now rested on the ground.

For a few pregnant moments, the thing was too far out to comprehend. But then, as the irony hit home, it seemed the best recourse was to laugh themselves silly, which they did immediately.

You gotta watch out for those tanks, boys.
- Les 

HELP WANTED

As you know, my father passed away and since I am middle-aged, you probably assume that I am doing fine. However, I have been finding it difficult to let him go ... If you wish to ask me, I am the brother who sat in front of you this morning in church.

When you are the dinner guest at a restaurant, it is in good etiquette to not order anything more expensive than your host does.

Update on the Christian Financial Aid Foundation Inc.

Maxo Boursiquot,
Belleville, PA

Across the globe, millions of people are feeling the impact of high fuel prices, with food insecurity as a result. While food shortage has many factors such as war, drought, and crop failure, the fuel price increase is causing the cost of basic supplies to rise. Markets are beginning to crumble. According to a recent CNBC article, 87% of the hourly workers in the USA are having difficulty paying for their basic needs, due to fuel costs. Natural disasters are shaping the lives of thousands, perhaps millions, across the planet in a negative way. There is a cry for help coming from Afghanistan after the earthquake last week, not to mention the floods in Africa and in Asia. The effect of the earthquake will be felt for years to come for the Afghans. Our Haitian brethren have felt similar impact in the last decade. What will the poor among us do without our support?

While I want to take great care that this does not seem like an article for the *Messenger of Truth*, I can't deny the working hand of the Lord in this project. When I first called Minister Gildony Hypolite and Deacon Jean Dorleus, two business acquaintances, I could not believe the exhilaration. "That is an answer to prayer! Praise the Lord!" Gildony exclaimed. He had been in prayer all week for some direction on how to help his brethren. He knew in his heart that the Lord would show him a way but he did not think that it would be this way. Deacon Jean was as excited, quoting scriptures. Hope, yes hope, reaches down and makes the heart rejoice.

Realizing the task and the responsibility before me, one day I knelt down and asked God to supply the needs of our brethren. Just the same day, or the next, a check for \$1,000 came to my mailbox. Although I knew a check was on the way, I did not know its origin or its value. Then I knew in my heart that the Lord would send all the provisions for this project. And as of today, the balance at the First National Bank stands at \$8,895.56 after all transfer fees were deducted. The only expense we have so far is \$7.99/month for us-

ing Google Meet.

The members of Christian Financial Aid Foundation are shaping their vision and mission as they are getting ready to hit the ground. Below is a statement from the draft of the foundation bylaws which has yet to be completed.

Christian Financial Aid Foundation Inc. is organized exclusively for charitable and educational purposes. The purpose of this corporation is:

- to support small farmers in the Haitian communities or congregations
- to conduct non-partisan study for small farmers in Haiti and for informational activities
- to increase public awareness of the impact of food insecurity in Haiti
- to prevent community deterioration.
- to promote the Gospel through the outreach of the foundation

The two brethren, mentioned earlier, have been diligent in putting a committee together in Haiti comprised of seven members. The Haitian board of trustees is made up of three ministers, two deacons, and two laity members. They will assist in implementing the program set by all the members of the foundation. A lot of these members are, or were, chicken farmers, a major asset to the foundation. The others have computer and accounting skills. The Haitian committee has been making sure steps in designing forms and instructions to safeguard the foundation success and to avoid past failures. They will need to be approved by the whole board in a meeting to be held soon. These brethren have fully embraced the foundation mission to assist the poor in the Haitian Church, starting with the distressed congregations. The US/Canada members, though four in number, are to assist with the fundraising, writing and amending the bylaws, recordkeeping, and ensuring that the foundation keeps its course.

How will the program really work? Many Haitians, including our brethren, are taking shark loans to make do, according to some I've talked to. The effect of a shark loan is a downward spiral. Its purpose is to enrich the lender and to keep the borrower in debt. The financial aid comes in the form of a loan with no interest to the small farmers and businesses within the congregations. It should be a breath of fresh air and it should give them hope and purpose. Furthermore, it should gender responsibility, respect, and integrity. Its intent is to help them

excel and become productive members of their community. Within two to three years, we hope they will become financially independent.

How can we talk of aiding and loaning money? Are we contradicting ourselves? Why not a loan? One of our US trustees has noted that gifted money has not been such a great thing for Haiti, according to a study. It may have done the opposite. Did not the wise man say in Ecclesiastes 7 that *a gift destroyed the understanding* or destroyed the heart? That doesn't say that all those who gave money intended to destroy Haiti. While they meant it well, the impact may not have been what the givers intended to see.

A letter to be drafted by the Haitian committee will be sent to all the congregations for a complete report. Its purpose is to identify the neediest congregations. The committee will then travel to evaluate the needs of each congregation. Not all members will qualify for a loan. Before the loan is given, an application will need to be completed and verified by the trustees. They will also try to identify any weakness which may affect the success of the program. They might have to advise the recipients how to manage their affairs. The first payment is set to be received after the second harvest, or three months. Payments received will be given to new qualified applicants.

In closing, we have been meeting for three straight days, starting on the 15th of June. I have been impressed with the direction and the convictions coming forth. It is a great joy to work with all the members of the board. I sense a high level of carefulness and determination. We have a lot of questions for which we need answers. For example, how do we help a brother or a sister in need who is not capable of operating a chicken farm or a small business? We trust with time that God will reveal his perfect will for the foundation. He has provided enough for a start. Pray for all members that they may discern God's perfect will in the matter.

I want to thank all the supporters of the program. —Maxo Boursiquot

You can visit GoFundMe or GiveSendGo pages under Christian Financial Aid

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<https://givesendgo.com/G353W>

Or you can send a check to the addresses listed below:

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2469 State Route 655
Bellville PA 17004
717-513-3007 📞

Sailing On

Michael Decker
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Fresh Hot Coffee

One sharp, young chef I worked with taught me that when you title a menu item you should word it in a way that will evoke emotions. Doing so will sell your “special.” That is what I did on the title of this article. Few can turn down a fresh cup of hot coffee, especially these days! It is not Folgers anymore, but maybe Brazilian or perhaps a Dirty Chai Latte? Sounds unchristian, but they are delicious!

My personal favorite is a White Chocolate Mocha from Starbucks! One of those, an hour or two at Barnes & Noble, a small pile of books, and that is a good afternoon!

I remember a feature article in the *National Geographic* years ago. It made this point: coffee makes America go ‘round. Really, it makes the world go ‘round. A friend, who just landed as a missionary in the Dominican Republic, told me the first note of hospitality when you go to a local’s home is that they give you a cup of coffee.

Coffee was very popular years ago and now coffee is one of the businesses that has *exploded* in the last five years! In fact, the drink industry has exploded as well. Do you notice your fellow employees coming in with all kinds of funny little bottles filled with everything under the sun, even Aloe Vera juice? I noticed that one the other day. I thought Aloe Vera was a lotion. We bought my daughter a twenty-year-old car and I quickly noticed there was no drink holder in it. Buy a five-year-old car and you will notice they are

conveniently placed everywhere.

I was in a really neat coffee shop in downtown Sedalia, Missouri, not long ago. It is named Ozark Coffee Company and Roastery. This coffee shop is owned by a fine young man (that was my uncle’s ultimate compli-

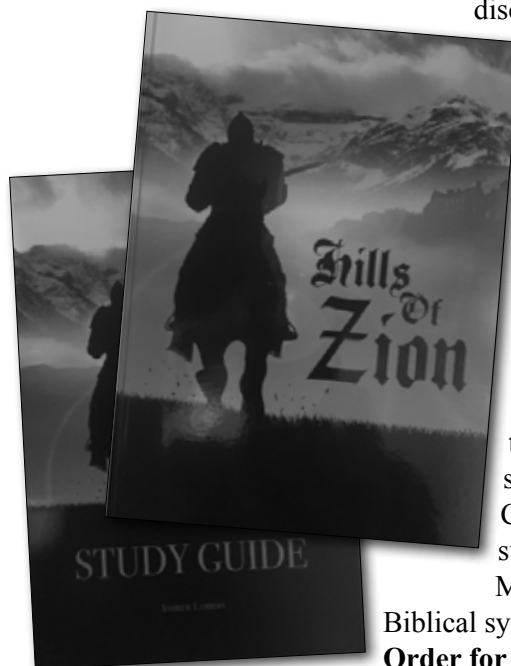
ment for a faithful Christian man) named Justin Koehn. The building was neat and old. They retained the high ceilings of times past and the rustic, old brick walls. Justin and his wife Mindy started this business by roasting coffee beans and taking them to the downtown Sedalia Farmers’ Market. It wasn’t long until the locals were begging them to open a coffee shop. Justin did not want to open a business at that time. He was very busy already and had a young family. He was also hesitant about connecting his love for roasting to the public eye of a coffee shop. One more reason was that he was not an aggressive leader. He even wondered if he was a leader. This is the ultimate compliment to any leader. I realize some are born to lead from the front. But I have seen many stumbling blocks with that style. I liked the way Nelson Mandela led. He prodded his cattle slowly from behind, letting the natural leaders do what they enjoy, and that was to lead. Perhaps that is more of Justin’s style. Either way I believe there is something God-given in the heart of every entrepreneur. Adventure

CONTINUED ON PAGE 12

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and the author’s convictions and inspiration which led to the publishing of this novel. **Order now from Gospel Publishers for \$15.99.**



The supplemental study guide to Hills of Zion is designed for youth Bible study groups, literary groups, and home schools. Provides enhanced insights into the historical background of the story, including the Albigenian Crusade, its purpose, and results. Illuminates details of life in Medieval Europe. Interprets the Biblical symbols used throughout the story.

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"COFFEE" CONTINUED FROM PAGE 11

ture into the unknown? Gift of responsibility? Heart of a servant? You tell me.

So the question loomed, "Should they move into the role of owning a coffee shop?" They realized it was time to make a decision. Justin asked for help and divine intervention, keeping an open mind. They knew sales were very good on their coffee and there was potential, but they were still leaning towards letting it go completely. They gave it to God and said that if someone would call with a building to rent that it would be their answer to go ahead. Well, the night before his deadline, like the missionary who needed his passport to stay (except Justin didn't want to stay), he got the call! I could have titled this article "The Call."

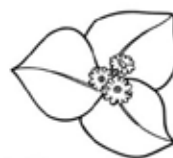
Now fast forward seven years. The business is doing very well and is still growing. It was packed with happy coffee drinkers the last Saturday morning I was there. Justin's main workplace is behind a big window inside the coffee shop. That is risky because you WILL be bothered by someone daily, but that must be a sign that he enjoys people. It's kind of like having an open kitchen. In his workroom he has a large, shiny, stainless steel coffee bean roaster. He knows he still has much to learn about roasting. Twice a year his consultant comes to insure he is doing it right, keeping his profiles (different beans and roasts) consistent.

I went to the coffee shop a second time and went back into his workroom. Justin had poured a few small cups of coffee and was doing a tasting. This is called "cupping." He told me he lets a crust build on the coffee and then he takes a little spoon and cracks the crust. After that he takes a very little sip to taste. He is tasting for balance of his roast and the cupping notes he will write on the coffee bag. I told him I loved the nutty aftertaste of Brazil coffee beans, so he gave me a bag to try. The notes on the Fazenda Veloso were Caramel, Red Wine, and Ripe Fruits. Red wine? Interesting! Could I taste the notes? That would be another story in itself: reality vs. perception.

Another unique quality of Ozark Coffee Company is that of making their own homemade coffee syrups. I will brag on my cousin Larissa Mazelin. She had her own little workroom down the block where she makes these delicious flavors and she bakes a little as well.

One "cupping note" on giving. I men-

CONTINUED ON PAGE 13



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The Business Bulletin


"COFFEE" CONTINUED FROM PAGE 12

tioned that Justin right away gave me a bag of Brazil coffee. This may seem trivial to you, but it's not! Perhaps this, too, is in the heart of the business proprietor, at least in the food industry. Years ago I read in a beautiful French bread book, "This makes a chef great and it's intuitive - when you have something fresh and hot and you are excited about it, YOU HAVE TO GIVE IT AWAY! YOU HAVE TO SHARE IT INSTANTLY!"

Don't you feel that way in your kitchen-when the steak comes off the grill? You just have to share some! Another thing Justin does well is this-he always has a big smile and he loves to laugh. This is inviting and has to be another reason for his success. One more reason is his faithful and hardworking wife Mindy. If you are near Stover or Sedalia, consider going to Ozark Coffee for a fresh raspberry scone and Dirty Chai Latte.

If you have noticed, these coffee shops are showing up in many of our congregations. Essence Coffee Roasters - Sequim, Washington; Dobson Creek Coffee - Ronan, Montana; Smokin' Beans and Happy Times - Louisville, Georgia; and two more I had

not heard of, 7th Ave. Roastery - Helena, Oklahoma; and Free Space Coffee - Galva, Kansas. I know there are many more. What is the appeal of these warm coffee shops? The name Free Space says it best. These days everybody is busy. We hear it at every turn. This makes introspection very valuable. This

means to sit down where there is free space, relax your mind, and simply *think*. To think deeply about where your life is going and if it is where you want it to go, among other things. These coffee shops and their fresh, hot cups of coffee provide this free space. —Michael 

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