



## A VOICE IN THE MARKETPLACE

ROB GENIN

Voices. There are so many clamoring to be heard today. Some are fearful, some excited, some angry. We barely have time to hear what is being said and ask, "is it true?" A true and hopeful word is desperately needed today.

When John the Baptist was asked to describe his calling, he said he was "a voice crying in the wilderness, 'Make straight the way for the Lord' (John 1:23)." Of all the ways John could have described himself, he chose "a voice". There is an important Old Testament meaning to this (Isaiah 40:3). John believed his primary mission was to declare a crucial message.

In the marketplace today, Christians have a similar challenge. There are many messages being shouted and promoted. In all the noise, God has called us both to listen to and be a voice for Him. John the Baptist called for a message of repentance and hope. He called people to reform their lives because Jesus, the King was coming. We now declare the King has come. Everything in life is different because Jesus is the King. In the marketplace that means money is not the King. Reputation, position, power--these things are not the King. We must lift our voice to speak about Jesus.

In this year's YBL Newsletter, you will

hear about the ways God is working through his people to be a voice in the marketplace. You will hear from our executive director about the growing engagement of YBL 2nd Half, a ministry to men in the second half of their careers. There are testimonies of new disciples in Birmingham, and the growth of groups and engagement in WBL. In Huntsville, you will hear of exciting changes and how the ministry is well prepared for the future. In Jackson, we praise God for continued and expanding impact in the lives of men. Come and celebrate the work of God's grace with us and join us in prayer, that God will continue to speak into the marketplace through His Word and His People!

**"Like apples of gold in a setting of silver, is a word fitly spoken."**  
**Proverbs 25:11**

# EXECUTIVE DIRECTOR'S REPORT

## PHIL REDDICK



What a privilege to write to you about how God has worked in all of our ministries during 2019. It starts with God's gracious provision and faithfulness to our mission through you. I am so grateful to God for you enabling me to serve in this ministry since 1984. Your faithfulness, your prayers and your commitment to serve has impacted individuals, families, communities, our state and nation. We trust

it is reaching even to the uttermost parts of the earth.

God has blessed me with a wonderful staff team. My directors in Huntsville and in Jackson continue to carry the gospel forward in those cities. I am so excited about what God is doing in each of them.

It is amazing to see what God has done with WBL since its inception in 2014. Amy, the WBL Board, discipleship leaders, speakers and others involved have taken giant steps into our city. Praise God!

Rob has done a wonderful job of carrying on what began in 1981 and accelerating all the different aspects of YBL. Our banquet attendance is moving forward, mentoring

plays a major role. Our discipleship leaders remain strong, are growing in their leadership, and are ministering to the people in their groups.

YBL Second Half continues to grow. There is such a need for people to understand how to navigate these later seasons in their lives. People want to serve, they want to understand how they can leave a legacy, and they have questions. Their questions entail identity, finances, caregiving, health and a dozen other issues. It's going to be exciting to see what God is going to do. It will require much prayer, wisdom and work.

Our Birmingham office team

(Deb Quenelle and Carly Cline) keep us on the right track! They make all our jobs easier and have used their gifts to help us go further in areas we could not otherwise. I am very grateful for them.

As you know, any work done for Christ encounters spiritual warfare. We need your prayers. We need God's Spirit to move in the hearts of men and women. We need God to overcome obstacles to work together as the body of Christ and reach our cities for Him.

I am grateful to highlight some of God's blessings. Please rejoice with me on what God is doing. Pray that we will be faithful, trust God in greater ways, be more engaged in the battle, and finish well!



## YBL 2ND HALF: WHAT DO I DO NOW?

### ROGER CARTWRIGHT

When God led me to retire from my architectural firm (a long story of faith), He immediately brought three areas of focus to the surface. This plan involved family, men and art. While I continue to work with several ministries, organizations and causes, these three areas now take priority in my life.

At a recent meeting for a Christian ministry in Birmingham, the speaker emphasized, "Men seek success during their career

and significance during retirement, but they must find surrender." Another retired CEO remarked that men "learn, earn and return." You must be willing to invest time in different endeavors during retirement. You need to slow down and listen to God. God intends us to work in His kingdom, and to leverage our talents and gifts for Him.

This is the essence of YBL 2nd Half: a ministry dedicated to assist in helping

men finish strong. This is the heartbeat of Phil Reddick, who heads up this new initiative. I am all in.

I am praying for God to extend YBL's impact as we come alongside men who are approaching or in retirement. We desire to form a mighty band of brothers to inspire, educate, model and hold each other accountable, so that each man will fulfill his individual call for the kingdom of God.

# IN THE YBL LIBRARY

## BOOK RECOMMENDATIONS FROM PHIL REDDICK

### **Union with Christ** by Rankin Wilbourne.

I have just re-read this book. Rankin does a masterful job of showing the significance of our Union with Christ and what it means in our daily lives. We have the assurance that God is for you, that God is in you, and that God is with you and not disappointed in you.

### **Therefore, I Have Hope** by Cameron Cole.

Cameron is the director of children, youth, and family at Cathedral Church of the Advent in Birmingham. He lost a three-year-old son suddenly in 2013. His subtitle is: 12 truths that comfort, sustain and redeem in tragedy.

### **Replenish** by Lance Whitt.

This is a book of how to have a healthy soul. He writes, "I want to get to the finish line still in love with Jesus, still in love with the church, and still in love with being a pastor."

### **Moving Mountains** by John Eldridge.

How do you pray more boldly, pray with heartfelt compassion, and greater confidence? Eldridge gives examples and wraps up the book recognizing that our prayers are always subject to the plan and sovereignty of God.

### **The Lord is My Shepherd** by Robert Morgan.

This book means a great deal to me, because it was given to me by a dear woman three weeks before she passed away.

### **The Ministry of Ungentlemanly Warfare** by Damien Lewis.

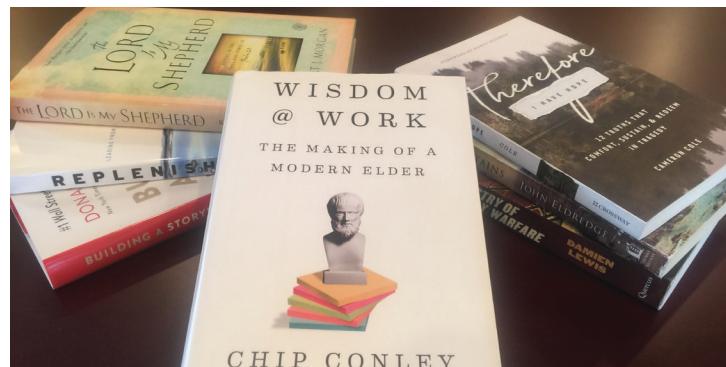
This wonderfully written book is about how Churchill used secret warriors to help turn World War II in our favor. It is the prelude to the modern-day black ops.

### **Wisdom at Work** by Chip Conley

This book explains how older and experienced workers/leaders can mentor the younger generations in so many areas. Think of the movie, *The Intern*.

### **Building A Story Brand** by Donald Miller:

This book is a public relations manual. It has great applications to us as believers on how to build relationships, relate to others, and present the gospel in a winsome way.



## YBL PROFESSIONAL PRIMER

### ROB GENIN



College is meant to be a launching pad. Keeping that metaphor, three things that concern rockets should also concern us about students: trajectory, propulsion and protection:

Trajectory—We need to aim at the right place. In space, a small error in trajectory can make a huge difference in destination. Likewise, starting well in your work can make a huge impact in where you go.

Propulsion—It takes great power to launch a rocket into space. Identifying a sufficient power source and sustaining it is critical to accomplishing the mission. Young businessmen need to stay connected to God's Word, His Spirit, and a local church body, so that they are prepared for the long road ahead.

Protection—The extreme conditions of space and re-entry require that the ship be strong and prepared for hardship. Likewise, young men need people in their lives asking the important questions to make sure that they are prepared for the challenges ahead.

Several years ago, a YBL member began this small group as a way of helping college students to consider their future work as a calling from God. He desired to encourage them to prepare for and think through that work with the same seriousness of a pastor or missionary. This year a group of 9 men is engaged in the program, and is thinking through purpose, perspective, decision making, civic engagement, church responsibilities, and being a disciple-maker. This program is one more way YBL engages young men and equips them to begin their work with excitement and purpose, eager to reach others for Christ in the marketplace.

# BIRMINGHAM DIRECTOR'S REPORT

## ROB GENIN



### A Deeper Need

We live in an age of sound bites and photoshop. There is a temptation to focus on image over character. People are hungry for perfection—or at least the appearance of it—chasing an always elusive, ideal life. It is an unsettled age. Augustine famously said in his *Confessions*, “Our hearts are restless until they find their rest in you.” In this ever-changing time, man’s central need remains the same. All people are sinners and rebels, deserving judgment and needing reconciliation with God. For this reason, Jesus came to atone for our sins and restore us to the Father. Jesus is the

only way to God, the only way to the life that is truly life. YBL Birmingham’s passion is to make this reality known to men in the marketplace.

### Meeting the Need

My boys are growing. When Carla and I moved to Birmingham, they were 4 and 1; now they are 8 and 5. It struck me at Noah’s (my oldest) birthday that I have only about ten years before my primary work of training him is done. It feels as if I began yesterday; I realize now how brief the time really is. As C.T. Studd said, “Only one life, twill soon be past—only what’s done for Christ will last.” My desire for my

boys parallels my desire for the men in YBL: that they will excel in every good work, with the blazing center of their life being a relationship with God. This God loves, forgives and rescues those who were his enemies—even at the cost of His own Son (Rom 5:8).

As secondary teachers, our job is to train our children to be able to live without us. It is the same in discipleship—as we disciple others, our prayer is that they come to find and rest in the One who is Primary. Praise God that He continues to extend this work in Birmingham. As 2019 closes, I pray that the legacy of YBL Birmingham

will be unbelievers becoming disciples, and disciples becoming disciple-makers. Mature men will then lead their families, churches and businesses to find their rest in Christ.



### YBL Birmingham Testimony - Joey Vaughn

I was a non-believer most of my life. Coincidentally I am also a bargain shopper, and God used that to bring me to Himself! While I was on a trading website looking for Lululemon pants (high-end activewear) for my wife, I met Glenn, who was selling a pair for his daughter. While picking them up, Glenn surprised me by asking: “Do you think you are going to heaven? I answered his question honestly, saying, “I hope I am, but I don’t really know.” Glenn then asked me, “If you stood before God at the gates of heaven, what would you say?” I told Glenn, “I know what I’m supposed to say, that Jesus Christ died for my sins and because of that I should be let into heaven. But, to be honest, I don’t really know if I believe that. And I doubt the gatekeeper for heaven would be fooled by me just repeating this line I’ve heard before.”

Glenn and I talked for over an hour about Christianity. Thinking back now, God allowed me to be responsive, open, and honest to this message from a total stranger. Prior to this I could easily see myself responding, “Here’s the \$20. I’ll just take the pants.” Later that day, at Glenn’s suggestion, I bought a Bible and read the gospel of John. Since that day I have been hungry to grow a relationship with God. I’m in several men’s groups and YBL Bible Studies that meet weekly and I am listening to podcasts, reading the word and going to church.

My life has changed dramatically since the day I bought those pants. One of the biggest things I’ve come to love is the real “fellowship” of men I’ve met at the Bible studies to which I go. I had tight friendships before Christ, but this new friendship of Christians is unlike anything I have ever known. We share our weaknesses. We trust each other. And we encourage each other through the Word and prayer. I give all credit to God for what He is working in my life!

# WBL: DIRECTOR'S REPORT

AMY PATTILLO



Greetings from the WBL community! What a delight it has been to watch God continue to work in the lives of women in the marketplace this year. Not a week goes by without women sharing their appreciation of this ministry. For most women, WBL small groups, mentoring or outreach lunches are the only places they can connect with like-minded professionals.

Our focus this year has been on removing the feeling of "aloneness" through the ministry of presence. Most working women have little to no time outside the work day to connect with friends and build community. As a result, many women feel isolated and alone. WBL steps into the "aloneness" and offers both connection and Christ-centered community in the workplace. Pray for wisdom as we offer our ministry of presence by walking alongside women during seasons of joy and sorrow. "To God be the glory, great things HE has done!"



## MEETING THE NEEDS OF WORKING WOMEN

SUSAN GAMBLE, WBL BOARD CHAIR

*Sisters in Christ surrounding each other in love to encourage and lift each other up — I believe this is the essence of Women Business Leaders (WBL). This was evident at our October 18 luncheon where nearly 200 women gathered to encourage one another and hear two local businesswomen share their faith stories. This is evident in the hearts and actions of the women I encounter*

serving on the WBL board, being mentors, leading small groups, and those who participate in our ministry programs. WBL women go the extra mile serving other women—especially those who sometimes feel invisible—by reminding each other of God's love.

As an extension of the local church, WBL has three main strategies to reach businesswomen who

are balancing work, life and family: **events, small groups, and mentoring.** We provide events that focus on the unique challenges working women face while providing Christ-centered wisdom for faith and perseverance. Small groups are where businesswomen can conveniently gather during the day to pray for each other and study God's Word. Mentoring provides one-on-one discipleship,

focused on professional and personal growth in Christ. I am blessed to be part of an organization meeting the needs of women where they are in the workplace!



### WBL Testimony - Keri Monroe

WBL has been a game-changer for me in my fellowship with a small group. As some churches move away from a Sunday morning Bible study to a free market approach to small groups, it makes it a little harder to juggle schedules and to-do lists for a full-time working mom to consistently participate. By bringing the small group to us during lunch, WBL has found a key outreach strategy, and the topics stay fresh in our minds as we take our faith with us when we get back to work. Thank you, WBL!

# HUNTSVILLE: DIRECTOR'S REPORT

BOB BOERNER

YBL Huntsville is grateful to God for the impact He has made through this ministry to men in the workplace over the past 30 years. Our primary focus has been and continues to be asking God to transform lives through the power of Christ. God is using these transformed lives to be change agents in their homes, places of work, and their communities. The Apostle Paul reminds us that God accomplishes His transforming work through us with the power of the Holy Spirit:

*"Are we beginning to commend ourselves again? Or do we need, as some do, letters of recommendation to you, or from you? You yourselves are our letter of recommendation, written on our hearts, to be known and read by all. And you show that you are a letter from Christ delivered by us, written not with ink, but with the Spirit of the living God, not on tablets of stone but on tablets of human hearts.*

*Such is the confidence that we have through Christ toward God. Not that we are sufficient in ourselves to claim anything as coming from us, but our sufficiency is from God, who has*

*made us sufficient to be ministers of a new covenant, not of the letter but of the Spirit. For the letter kills, but the Spirit gives life." (2 Cor. 3:1-6)*

The many voices that have spoken and continue to speak in North Alabama are a testimony of God's abundant grace and the work of His Spirit.

We are humbly grateful for His work these past 30 years, and reminded that there is much more work to be done. We continue to look to God and trust His provision as we seek to serve as His ambassadors. As of the writing of this newsletter, we are working diligently to bring on a second full time staff member (in early 2020) to assist YBL Huntsville with our "younger" members. As a result, we have created a position titled, Director of Emerging Leaders, which will help us develop our Young Professional Forums and our Mentoring Initiative to YBL's younger members. We look forward to the coming years with great anticipation as God continues to expand our reach through His provisions and grace, and always for His Glory!



**Celebrating 30 years of Reaching and Discipling Men in the Workplace! (1989-2019)**



## **YBL Huntsville Testimony**

I had just become a sole proprietor in a retail business when I was invited to a YBL breakfast. The speaker was a businessman like me, and his testimony was not only encouraging, but also moving. That was the day I realized that I am actually working for God.

I began attending a YBL Bible study, and through the study I began to understand that God is deeply involved in the details of my life, as well as my business. I have learned much about discipline and structure in daily time with God, and I have also learned how to apply patience and persistence. These are just some of the ways that YBL has impacted my life.

I am grateful and blessed by YBL's leaders and the Biblical wisdom that I have received through them. I am also grateful for the persistence of the YBL leader who never gave up on me!

## **YBL Huntsville Testimony**

The word to describe YBL Huntsville is encouragement. It is challenging to follow Jesus in the workplace, to be in the world, but not like the world. God has used YBL to encourage both my walk with Christ and my witness for Christ. I enjoy the lunch events, not only to hear Christian leaders speak, but also to grow in relationship with other Christian businessmen in the community.

These friendships have been invaluable to me, especially recently when I lost my job. My YBL friends are praying for me, meeting with me, and helping me network to find my next assignment. Bob Boerner, the city director, embodies the supportive community of YBL. I respect and appreciate his transparency and encouragement, both in large group settings, and in personal meetings. I thank God for YBL Huntsville, because it is making a difference in the workplace here in our city and beyond.

**"Live simply, love generously, care deeply, speak kindly, leave the rest to God." -Ronald Reagan**

# JACKSON: DIRECTOR'S REPORT

JAY FLETCHER



I have had a front row seat to watch so many men throughout our ministry speak and live, without shame about the gospel of Christ. That gospel has changed their lives. We have seen men come to faith in Jesus, men delivered from the power of addiction, marriages headed for divorce that have been healed. Men that were once far from God are now deepening their walk with Jesus in small groups—and so many more God-sized happenings, because someone took the time to have a gospel conversation.

## Small Groups

Our small group leaders and co-leaders have done a great job of speaking biblical truth into the lives of our men. Our monthly leader training times have been a blessing. I have heard of the many things that God is doing among men sitting around a table together—with God's Word as the focal point. God's Word truly has spoken clearly to the deepest parts of our men and God is using their time in small groups to grow them and prepare them to lead well in all areas of their lives. We currently have 29 groups meeting with the possibility to launch 2-3 more before the end of the year. An opportunity presented itself to start a small group in the community of Hattiesburg in September. This new group kicked off successfully and continues to create a buzz in the business community. We continue to pray about how YBL may be used to speak into the lives of businessmen in this new area of work for us.

## Young Professionals Network

God gave us another platform to speak into the lives of our young businessmen ages 23-39. We began this new piece of our ministry called the Young Professionals Network (YPN). Our desire is for YPN to be a place where young business leaders can come together for leadership development, encouragement from God's Word and find friendships that will help them in their faith journey. We also hope to start some new small groups out of these gatherings.

## A Need for Prayer

Pray for us as we wait patiently on the Lord to speak clearly to me and to our Board about the next 3-5 years of ministry. Our desire is to develop disciple-making disciples as Jesus commanded in Matthew 28:18-20. We need to hear Him speak and respond in boldness as He prepares the way for the future of YBL in Jackson.

### **YBL Jackson Testimony - R. Gary Dye, Jr.**

Small groups have been an extraordinary encouragement. Meeting with successful men, who glorify God in their work energizes my own practice and keeps me grounded. I am constantly reminded that I work to bring glory to Christ's name.

### **YBL Huntsville Testimony - John Lucas**

When I first heard about YBL, it was through a good friend who invited me to his table at the Spring Banquet. I met several people and thought this would be a great networking tool for my newly opened small business. That was my main motivation for joining and getting involved. When I joined a small group, I had no idea how it would impact my life. I've become "brothers" with other business professionals who go through some of the same issues and struggles that I do. We vent together, learn together, and grow together as brothers in Christ.

**"Leadership is not about winning. It's about bringing people with you to the finish line." –John Maxwell**



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**Lord, help me to do great things as though they were little, since I do them with your power; And little things as though they were great, since I do them in your name. –Prayer of Blaise Pascal**