



POWER LUNCH

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Bringing Worship to the Workplace

Entrepreneurship in These Tough Times

By Jamaal Piper

Everywhere you turn, there are businesses that have been a mainstay in our society that are going out of business. The current economic crisis has made it difficult for current industries to sustain themselves. This is especially true for businesses providing products and services that those budgeting do not feel are necessities. Retail, real estate, cosmetic, health and beauty industries to name a few. For example, a person who owned a small landscaping business may not get as many calls because clients feel it is more economical to cut their own grass. With the real estate market sinking a contractor is not repairing as many houses compared to when the market was booming a few years ago.

This current situation has forced business owners, small and large to re-evaluate their approaches and make tough decisions moving forward. Businesses have had to make major cutbacks or close their businesses all together. Fortune 500 companies alone have had over 10,000 layoffs in the month of April. You don't have to watch the news long to hear heart-breaking stories of how the recession is affecting people. Entrepreneurs are taking on all the risk when they first have the vision of starting a business. It is truly a leap of faith. Well-known author and financial expert Robert Kiyosaki was once living in his car. Over a period of years of refining different skills along with valuable lesson he learned growing up; he has

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Knowledge and Compassion

By Rickey Green

Knowledge of what our country has gone through in the past will help lighten the path through this dark tunnel we find ourselves in right now. Knowledge of the past can help us feel more confident about the future.

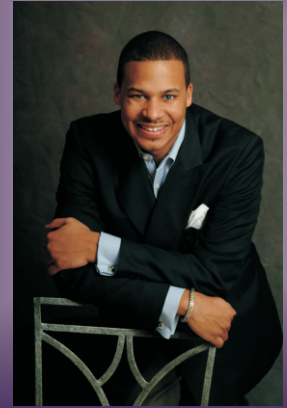
Compare the economic recession to catching the flu. Have you ever had a really bad flu? One that just knocks you off your feet? If you had, then you probably wondered if it was ever going to end. You did exactly what the doctor ordered and after what seemed like an eternity, you felt better. Our current economic circumstance has the flu. We have had flu bugs like this before, and have always recovered. While this is a particularly bad strain of the flu, it is not the worst our country has endured. And better still, we have new medicine to aid in our economic recovery.

There are two main types of economic medicine... monetary policy and fiscal policy. Monetary policy is being administered by the Federal Reserve and Ben Bernanke. His goal is to increase money supply by lowering short-term interest rates and buying down long-term rates. Past experience shows that this provides a great deal of aid to our economic recovery.

The second type of economic recovery is fiscal stimulus. This is now under the

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ISSUE HIGHLIGHTS

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become one of the most successful businessmen in our country today. For many, it takes being at the bottom in order to surrender to the Lord and for it be revealed what our true potential is.

The bible gives us direction in these times. James 1:2-4 states, "2 Consider it pure joy my brothers, whenever you face trials of many kinds. 3 because you know that testing of your faith develops perseverance. 4 Perseverance must finish its work so you may be mature and complete, not lacking anything." If you are not directly affected by this current economic climate, you know someone who is, so it has had an impact on all of us. At Power Lunch, Rev. Watley's lessons focus on leadership and it will take strong leadership not only in our government but in our local communities as we begin to strive for improvement. We must be in prayer and also be practical and knowledgeable such that the proper adjustments can be made.

We need to recognize entrepreneurship for what it is-a vocation. The ability to succeed is truly a talent. The Parable of Talents in Matthew 25:14-30 demonstrates that. One of the simplest lessons from this parable is that it is not immoral to profit from our resources, personality, and labor. The alternative to profit is loss, and surely the loss of wealth, especially when due to a lack of initiative, does not constitute good stewardship. These current times has forced us all to evaluate our stewardship and decision making. Whether you are an entrepreneur or have dreams of becoming one. Learn from these current times, keep the faith and persevere.

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charge of the Obama Administration and Congress. Here, the government will be providing tax cuts for most Americans plus making direct purchases of infrastructure projects. Money is the life blood of the economy. The Federal Reserve continues to give life sustaining shots of cash into our economic system. Now, the new President and Congress want to inject more money into your pockets through tax cuts and more money for infrastructure projects.

When we look back at past economic recessions, we get a better view of this one. Yes, this is bad. But in the past, a great deal of safety measures did not exist. Bank deposits were not insured. Unemployment benefits did not exist. Other countries frequently scrambled to raise tariffs against everyone else. Cooperation was nonexistent. Today, those safety measures are in place and we are working right now to minimize the downturn. Countries around the world are working in cooperation by lowering interest rates to help stabilize their own country.

Today we are more knowledgeable of the diagnosis of the current economic problems we are facing than we were just a few months ago. Medicine is being applied. New stimulus is on the way. There is a light at the end of the tunnel! There will still be bumps along the way, but we are beginning to make progress and if the new President and Congress passes a quality stimulus package, we will get their soon.

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April Monthly Focus

Entrepreneurship

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