

POWER LUNCH

Volume I – Issue 4

The Power Lunch Newsletter An Exousia Ministry

November 2003

We Are Called to Lead



The LORD will make you the head, not the tail. If you pay attention to the commands of the LORD your God that I give you this day and carefully follow them, you will always be at the top, never at the bottom.
Deut 28:13 NIV

Rev. Matthew L. Watley

TAKE YOUR PLACE IN GOD

The three greatest leaders of the New Testament knew something of the utility of being in business for yourself. Peter was a fisherman, Paul a tentmaker, and Jesus apprenticed at his father's carpenter shop. God wants us to maximize our potential. I believe persons who own their own businesses have a unique opportunity to do that. God has made plans for our benefit, success, and welfare. All that He requires of us is that we walk in the place that He has already prepared. Plan to be with us for the Small Business Leadership Conference and watch what God will do through you.

POWER LUNCH 1ST ANNUAL SMALL BUSINESS LEADERSHIP CONFERENCE

GOD GIVES GOOD SUCCESS

The Lord shall command the blessing upon you in your storehouse and in all that you undertake. And He will bless you in the land which the Lord your God gives you.
Deuteronomy 28:8 AMP

The historic Union Station located in Washington, DC will be host to the **Power Lunch First Annual Small Business Leadership Conference** on November 22, 2003. The 2003 Leadership Conference themed, "Growing Your Business means Growing Yourself" will be a 3-hour presentation and round-table discussion. Rev. Matthew L. Watley along with representatives from the US Small Business Administration, DC Chamber of Commerce, Wachovia, IBM and other area business leaders will address:

- Gaining greater visibility for your business
- Expanding your client base through strategic networks
- Securing financing for your business ideas
- Diversifying products and services
- Thriving in economic uncertainty
- Small Business Technology...and much, much more.



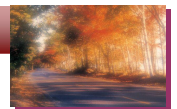
Union Station is a thriving symbol of commerce in Washington, DC and houses several small businesses

The focus of the Conference is to equip business owners and prospective entrepreneurs with the knowledge base to fortify their business structures. By learning to strengthen clientele, diversify products and reach untapped markets, businesses will be able to generate more revenue and achieve greater levels of success. **The Conference will be held at the AMC Movie Theater from 8:00 a.m. – 11:00 a.m.**

Register for the Conference at Power Lunch, online at www.powerlunchonline.com or call 202. 234.2956

And Be Ye Thankful

In every thing give thanks: for this is the will of God in Christ Jesus concerning you.



Did you know that we are to thank God in everything? That's right, everything. Of course, it's easy to bless God when things are going well, but we are to also thank God when circumstances are seemingly not favorable to us. You might ask, do I thank God for bad times? We are to thank God not *for* bad times, but *in* bad times. Do not worry about anything, but in everything by prayer and supplication with thanksgiving let your requests be made known to God. And the peace of God, which surpasses all understanding, will guard your hearts and your minds in Christ Jesus. Philippians 4:6-7

As we enter this Thanksgiving holiday season, reflect on the goodness of God, the sovereignty of God, who God is, and everything God does and remember to be ye thankful. ☪

Issue Highlights

Power Lunch 1st Annual Small Business Leadership Conference

And Be Ye Thankful

We Are Called To Lead

by Rev. Matthew L. Watley

Upcoming Events

Small Business Conference

For More Information on Power Lunch, please visit us at www.powerlunchonline.com

WE ARE CALLED TO LEAD

Rev. Matthew L. Watley

Several months ago, I boarded a plane to Dallas, TX where I was to provide the keynote address to a group of small business owners. I had no way of knowing that I was on my way to experience something that was truly life changing. The conference was sponsored by a local radio personality and was attended by more than 800 persons from the metropolitan area. Women and men who had expanded the businesses that had been handed down to them from their parents, networked with persons who came ready to establish a great inheritance for their children by starting a business. Discussions ensued concerning the stigmas of mistrust and inefficiency that many persons had concerning other minority-owned businesses. Presenters spoke of micro-loans, grants, set-asides, and other funding sources that would increase the profit margins of business owners. I have discovered that sometimes God allows you to experience certain things, so that you might have a larger understanding of your own potential and what God can do in your life. I was inspired so much by the sense of collective commitment to strengthening businesses so that the community itself might be strengthened while I was in Dallas, that I decided to bring this model to the Washington, DC area. Persons who already own a business understand that "Your net worth is determined by your network."

A friend of mine who owns her own law firm said to me once, "I eat what I kill." She was saying that she had to be responsible for generating business as well as delivering services. Her tone was not sorrowful, actually she sounded very satisfied. There is something enormously fulfilling about being able to believe in yourself and know that God will provide for you as you follow Him.

Unfortunately, even as I write this I know that someone is enormously intimidated by the idea of walking away from your "good job" to open a business in a tumultuous economy. However, I want to encourage you to not allow fear to paralyze your potential. First, if God has purposed you to own your own business then you must trust His word. In Jeremiah 29:11 God says, "For surely I know the plans I have for you, says the LORD, plans for your welfare and not for harm, to give you a future with hope." Second, if God makes plans then we ought to make plans as well.

Starting your business means to develop a business plan and a personal plan. Organize your personal finances and employment commitments to allow for a smooth transition from working for someone else to working for yourself. Continue to work for your employer and use profits from your business to reinvest so as not to burden your business with supporting your lifestyle.

If you have owned your business for any length of time, you have seen first hand how contracts and agreements are inked not based on the services provided, but because of the relationships that have been established with the decision makers. We are anticipating a strong turnout at our Small Business Leadership Conference. Many persons who are eager to expand their businesses by finding new clients and persons who need professional assistance in a particular area will come and partake in the various resources that will be made available to them. This could mean new dollars for your business.

When I look at my own development, I realize that great periods of personal growth have always begun with new persons that have come into my life and expanded my thinking. I encourage you to come with business cards and business plans in hand, because I've discovered that God will put the people in our paths to help us if we are prepared. More importantly you must come looking to meet someone or hear something that will challenge you to think about your business in a new way. God provides doors of opportunity that He has unlocked. He only requires that we walk into the place that He has made ready. I look forward to seeing you on November 22nd. Come ready and prepared to grow your business and yourself.

UPCOMING EVENTS!

Power Lunch First Annual Small Business Leadership Conference— Saturday, November 22, 2003

Union Station AMC Movie Theater
50 Massachusetts Avenue, NE, Washington, DC
8:00 a.m. – 11:00 a.m.

Power Lunch is held every Wednesday at Union Station – AMC Movie Theater 50 Massachusetts Ave., NE Wash, DC 20002 11:45 am – 12:45 pm