

ARLM Professional Journal

VOLUME 1 | June, 2008



INTRODUCTION

During the next two years we are hoping to produce four different journals that will attempt to offer information for learning and development as we all minister in our different places. These will be produced on the web. Notices will be sent to the membership by email for you to read, download or print the pdf. Files. At the 2009 ARLM Convention and Conference we will have as a part of your package a CD with all the files on them for your continued reference and use.

In Volume one of the Journal you will find articles from three experienced Resort Missionaries:

Bill Black is the Director of Smoky Mountain Resort Ministries in Gatlinburg, Tenn. Bill's 20+ years of ministry has provided leadership to SMRM from its beginning years to one of the most successful ministries of its kind. Bill was and still is a pioneer of ministry and vision for the cause of Christ. In his article Bill shares how to keep the focus to stay in Resort and Leisure type ministries for a long time and still be fresh and visionary.

Kim Jessie is the Church and Community Missionary for the Norfolk Area Baptist Association, where she has served for 14 years. Kim has been a master with Mission teams and groups working along side her. She works hard and is a true teacher and leader of young people that have worked with her over the years as interns. Her article on Summer Mission Teams encourages us that this is still a great way to accomplish the ministry tasks that are around us. This subject continues to be one that we worry and pray about in many of our settings and locations.

Kyle Woodfin is the Director of Legacy Outdoor Ministries, a special ministry group directed toward hunters and outdoorsmen. We all know that our way is not the only way. With the changing world we all must be looking for ways to expand what we are doing in reaching people. Kyle shares about the importance of seeking out and understanding how these special ministry groups work.

In each volume of the Journal I will share a short book review that might help you and suggested reading or web sites that might helps us all to grow professional. I hope that you find this information useful. If you have suggestion for articles for future journals, please let me know.

Enjoy, grow and expand your territory for the Kingdom work!

— *Dr. Billy Hutchinson, VP-Professional Development*

FOR A LONG, LONG TIME: Insights on Longevity in Ministry

By: Bill Black, *Director*
Smoky Mountain Resort Ministries (1981-2008)

I have been here a long, long time. I have seen it all. I have experienced more than you can imagine. I have been in place in resort missions and in Gatlinburg, Tennessee, with Smoky Mountain Resort Ministries (SMRM).

I have been here a long, long time and cherish each new day as a fresh beginning for ministry. My prayer continues to be “Lord, bring me to the one who needs you today and give me a lick of sense to recognize them.” I see it all and see the needs, hopes, and possibilities for mission with continually fresh vision. I experience resort missions as my call and experience God’s blessings in this place. I am in place with calling and vocation. I am blessed to be here.

Longevity in resort missions is common for those of us called to this specific expression of God’s work. We are different in calling and are doing a different style of ministry. Opportunities for the fulfillment of that calling are not overly common, thus we tend to stay in place. However, a greater reason for the longevity is in the careful match of call and ministry that is endemic within us. You do not enter into this field lightly nor do you last if it is not the center of your ministry heart. It is a peculiar work for a peculiar people, and, when the fit is right, it is a blessing from God.

My tenure with SMRM has been from 1981 to the present. The progression of ministry for me as Director of SMRM has been deep community presence marked with three distinct styles within my ministry and three distinct chapters for SMRM. These three movements are ministry as (1) program designed, (2) vision driven, and (3) a deep community presence. The purpose of this article is to identify the purpose and function of each of these movements as they are expressions of longevity in resort ministry.

Program Designed

The early years of my ministry and of SMRM were devoted to building the best program of resort missions that could be found. The goal was to care for people through active programs that established our presence in the community and in specific resort settings such as the ski area, campgrounds, or the shops on the Parkway. Identity was needed for both me as a young minister in the area and for SMRM. Further, to have purpose in ministry required that the programs be valid and valuable. Programs provided identity, purpose, definition, presence, and a vehicle for evangelism and ministry to take place. A program approach served to get me known and earn SMRM’s right and role in the community.

My personal role was defined as the minister who ran certain programs in the community. I identified myself with those programs and was received by ministry sites and ministry participants as the “minister who does ____.” Even though programs were volunteer based, I was the person identified with them and interpreted by them. These programs served to give presence for SMRM through their action. Further, they were valid and valuable vehicles that led many people into the presence of God for their lives.

Campground ministries provided the starting point for many resort missions programs, including SMRM. The program elements of these ministries included worship, day camps, evening programs, nature programs, and chaplaincy. While such ministries were considered a novel approach to doing Church or doing missions, they could be understood when explained in consistent language.

In the 1970’s and early 1980’s, resort missions was a new concept and its language was far beyond the language of both the local church and denominational structures. Much time was spent in developing language that described our work while holding us to our purpose. Defining our work through our programs enabled us to present solid pictures that could be seen by the recipients of our ministry and by churches. Establishing a core set of language through consistent usage of phrases and through consistently applied definitions enabled people to understand who we were and what we were about. That core set of language also worked to give us self-understanding of our work, particularly when we spoke to others involved in resort missions.

An example of this would be with a phrase we now consider “traditional resort missions language”. We created the phrase “family evening program” for a campground ministry program with an active definition that pointed to a blend of religious and secular material designed to get the attention of non-Christian families and get them involved with the Gospel message and Christians. This phrase was intentionally designed and repeatedly used to standardize our actions and the reception of our work. Our language set grew as we developed more programs in more settings such as ski ministries, outlet malls, beaches, etc. The adoption of common phrases came as we did similar ministry programs and spoke of their action.

After campground ministries were established, I began to look for other possible ministry sites and programs. Ober Gatlinburg Ski Resort offered winter sports activities with people so we began a ski ministry. The good news was that others were in this work too. We went to Tahoe and studied Debbie Wohler’s model, learned her language, and adapted it for our resort. As Gatlinburg and Pigeon Forge developed and new sites opened, SMRM would respond with a new program. The opening of the outlet malls in Pigeon Forge provided for summer missions puppet teams with regular programming and for designated chaplains visiting store employees. When Silver Dollar City partnered with Dolly Parton to form Dollywood, we responded with a summer intern chaplain. The work of

those early chaplains through on park programs led to the establishment 15 years later of a fulltime chaplain who relates to Dollywood year round.

The program approach established us in the community. When I spoke of SMRM in churches, I spoke of our ministry programs. This served to establish resort missions in the mission culture of the Church. The common language we developed worked to legitimize our presence as a professional approach to missions. This was an important first expression of my ministry and of SMRM.

Vision Driven

During the 1990's an intentional move was made to identify, define, and work SMRM through a vision driven approach to ministry. This paradigm shift was done through a change in definition from ministry site programs (campground ministry, ski ministry, etc) into vision statement, mission statement, core value, and character. The result of this conscious change was to enable SMRM to be more flexible to God's leadership and responsive to the moments and movements of the Holy Spirit.

We were able to take advantage of our community recognition and reception to move into this new expression of ministry. In some ways, it seems slightly more vague to speak of being vision driven; however, the openness to God's leadership that results from this approach has created a responsive and moving ministry. We are able to follow what we understand God's plan to be and to utilize the persons God has called to work that plan. We are required to seek God's action rather than to plan our programs. We are taken deeper into God's revealed presence and find ourselves more deeply involved in people's lives. The programming still takes place while the purpose of it is celebrated. Further, those programs are only done in response to the possibilities and needs discovered around us. Individually, I am known as "the minister in the community" as opposed to the "minister who does _____ program."

The season of change came after (1) study on my part of how to develop vision, (2) leading a retreat for the staff using reading (Parker Palmer material on servant leadership), writing personal ministry review and goal material by local volunteers and senior staff, (3) discussion of the meaning of SMRM, and (4) developing the actual vision material.

We utilize this vision statement material to define who we are and where God is taking us. The material organizes our hopes and thoughts and serves to guide this ministry and reveal the heart of its ministers and volunteers.

Slogan:

ASHAN God's presence in smoke.

Mission Statement:

The mission of SMRM is revealing the presence of God to those who live, work, and play in the resort settings of Sevier County and the Smoky Mountains.

Vision:

Creatively sharing Christ with others, ministering to their needs and hopes, and growing the Church through mission involvement.

Core Value:

“The call to salvation is at one and the same time a call to mission.” Finley Edge
In SMRM we enable non-Christians to say “yes” to the call to salvation and Christians to say “yes” to the call to mission.

Character

In accomplishing the mission, vision, and core value of SMRM, it is our philosophy and strategy to emphasize personal and intentional ministries. Resort missions is communicating the Gospel to people in a leisure lifestyle setting. The freedom of this ministry requires these focal points:

People over programs
Grace over law
Urgency and sensitivity
Creativity
Evangelism over entertainment
Earning the right to be heard
Relationships that enable hearing
Initiative to accomplish purpose
Excellence over adequacy
Quality in materials and equipment
Covenant relationships with volunteers
Supervision as ministry
Enabling others to discover God’s call
Challenge over comfort
Intentional missions
Risk

These focal points are to be expressed in all our programs and ministry efforts. They require us to be totally involved in our work and are the filters through which our goals will be interpreted and accomplished. They reveal our character and focus our strategy. After developing this material as a team, I was able to guide our staff into the defining event and capture their enthusiasm for the new positioning. We applied this approach to our ministry presence and found ourselves enjoying it with new energy. Our greatest help in making it real and applying it came through speaking engagements (using it as textual framework) and through teaching staff orientations. We continue to use this approach as model for speaking about SMRM as it reminds us of our central calling. When we tell the story of SMRM through vision, we renew that vision within us. Vision continues to be the guiding force of SMRM in terms of ministry expression.

Deep Community Presence

The third expression of longevity is a season of having a deep community presence. Incarnation becomes a theme and a model for this point of ministry. At this level I move into and through ministry moments and relationships with an accepted presence that is comfortable, anticipated, and received. At this level much of my work is involved in interpreting the Holy moment and movement for people and providing the stability for trust that enhances their trust in God.

This phase means that SMRM is included into the mindset of the community in that it is part of the normal conversation and is viewed as a stable contributor to the community. Personally, it means that I am called upon to participate in discussions by community leaders and that the insights of ministry are received by them. SMRM and I are received as contributing parts of the community. We are actively involved in shaping community life and in adding the Christian context to that life. Our presence is anticipated as a working element of the community.

Another level of this inclusion into the community is found in the way that individuals from all levels of the economic strata of the community call upon us. My pastoral expressions are utilized by individuals in the area and I am connected to both the owner / management families and the service industry families (resort settings do not have a large middle class population). Further, the longevity of pastoral ministry means that I am called upon through family generations; I have done weddings for couples and, now, for their children. I am invested in the lives of families and am called upon as their guide into the holy.

Yet another expression of this deep community presence is found in the stability that SMRM and my presence offers to returning visitors to the Smokies. Many know our ministry and look for and anticipate our presence. There is a wonderful couple from Mississippi whose wedding I performed 15 years ago. Each year on their anniversary they return to one of our campground worship services and we celebrate their covenant together and our role in that covenant. They are part of the SMRM family. Others look to share their experience of SMRM at a younger age with their children or their spouse. One great story of growing the Church through mission involvement is that of a young man who came on a mission trip to SMRM with his church and wanted to teach children's day camp in a specific campground. When asked why that campground, he related that he had become a Christian in a SMRM day camp in that campground while his family was on vacation years earlier. The stability of our presence provides meaning for visitors.

The work of this deep community presence takes me into the meaning of the ministry event. I reveal the presence of God to those involved through my presence. The incarnational aspect of ministry becomes an active force in my work. I move through relationships that are rich in history and I interpret the current ministry point both through

that history and through the active and vital work of the Holy Spirit. SMRM continues to provide both programming and inspirational vision yet it adds to those elements of ministry an intentional interpretation of the meaning of the event. The added impact on peoples' lives is wonderful to experience.

Intentional Ministry

A distinctive mark for resort missions has always been that of intentional ministry. Revealing the presence of God to those who are involved in a leisure lifestyle happens when we are sure of our actions and purpose and when we take the initiative to accomplish that purpose. Through the years of my work as Director of SMRM and through the years of SMRM's active role in the Smokies, we have been intentional about what we are doing. This has been the key for us to stay focused and to make sure of our calling. This has been the key for us to accomplish our mission. The holy fun of resort missions is in the surprising initiative of this intentional purpose. Intentional ministry has kept me in place for a long, long time. I am in place with calling and vocation. I am blessed to be here. Thanks be to God.

SUMMER MINISTRY TEAMS

By: Kim Jessie, *Church and Community Missionary*
Norfolk Area Baptist Association
(757) 938-9793 | kjessie@norbaptist.com

Summer ministry teams expand your ministry exponentially if used correctly. Teams come prepared to do work that you need to have done, but that you as an individual cannot accomplish. They will work tirelessly to accomplish your goals.

1) Decide what needs to be accomplished. Know your vision and what will make it a reality. Then, decide what teams can do to accomplish your vision. Outline all of this in a pamphlet or manual. The manual should also include information that will enhance their ministry experience. My manual includes a welcome letter, a section on policy and procedure, tips for working with urban children, possible ministries with explanations, responsibilities of host churches, responsibilities for ministry teams, potential housing locations, and a group information form that needs to be sent back to me to show a group's interest. Send the manual to each group that expresses interest in partnering with you.

2) Publicize your need for teams. Check with your state and national office to see if they list ministry sites. You can also communicate your need for teams in your newsletter, on your website, and through your blog.

3) Communicate your vision, expectations, and needs to potential teams. Help them determine if what you need is what God has called them to do. If so, rejoice, schedule them, and plan a pre-project visit. If not, encourage them to find another site.

4) Conduct a pre-project visit. If the ministry is important to the group, they will want to visit the site, meet you, meet anyone else they will be partnering with, and see their housing. The few teams that I have had problems with have either not attended a pre-project visit or I could tell in the pre-project visit that they were going to test my faith. Therefore, I was prepared to mentor or coach their leader through the process. During this visit, the teams and I review the manual and sign covenant agreements outlining the work to be accomplished and everyone's responsibilities.

5) Keep in contact with the team before they arrive. Go over their commitment from the covenant agreement to verify that everything is on track. The last thing you need is to have to run to the store when you discover that they thought you had the crayons for 50 children!

6) Visit the ministry site daily. Teams will come completely self-contained if you set it up that way. All you will have to do is stand back and watch God at work. Watch for areas of improvement. Assist the team with solutions to any problems they feel need your attention. Talk to any sideline parents. This will help with follow up after the camp or event.

7) Get evaluations from several team leaders. There are always ways to improve the ministry and the ministry experience.

8) Secure information on all participants especially any decisions the children, teens or parents make for Christ. Follow up on these. The best way to get this is through a registration card. An additional way is to give the team a 3x5 index card with each participant's name on it. During the week, the team can make notes on each of the participants on their cards. At the end of the week you have registration info and additional info on each one.

9) Praise God for all that He has accomplished through your partnerships!

The manual, the covenant, and the evaluation forms can all be viewed at our video website: NABA.TV. Please feel free to call me with any questions, comments, or suggestions on improving ministry team partnerships.

WHY SPECIAL MINISTRIES ARE IMPORTANT

By: Kyle Woodfin, *Director*
Legacy Outdoor Ministries
www.legacyoutdoorministry.com

It was the 3rd of July in Helen, GA and I and the rest of my Georgia Mountain Resort Ministry staff were preparing for our 4th of July ministry event. It was one of the biggest ministry days of the year for us and this year it was particularly hot! I was driving along the Chattahoochee River when I noticed a family having a picnic. The children were playing and mom and dad were sitting under the shade of a large oak tree. It was the daddy that caught my attention. The dad was dressed from head to toe in camouflage. I thought to myself, "It's the 3rd of July!" It was there the Lord really got my attention as He spoke almost audibly to me, "But that's who he is year round!" "Okay God, I get it, to reach him I must understand him, come alongside him and love him in order to bring him to you."

Even though I had been doing special ministries for a few years the Lord used that experience to solidify in my heart the need for special ministries. The longer I am involved in special ministries the more I am convinced of the importance of the wide variety of special ministries we have going on and the need to continue developing even more. Here are some reasons I continue to find special ministries to not only be valid but important.

Special Ministries are Biblically grounded. In I Corinthians 9:19-22 Paul talks about how he had learned the need to meet people where they were, identify with them whether they were Jew or Gentile so that by identifying with them he could win them to Christ. Special Ministries allows us to do just that. Special Ministries can quickly break down the barriers between Christians and non-Christians allowing us to build relationships with them. It gives us the opportunity to speak their language and to understand a little bit of who they are. When we understand who they are we are then able to converse with them in an area of life they enjoy and it automatically opens doors of ministry, evangelism and even discipleship.

In Matthew 4:18-22 Jesus is walking along the Sea of Galilee when he comes up to Peter and Andrew and then James and John. These men were busy not only doing their job but they were busy at what was their passion, fishing. Jesus did not bring them out of their setting into a Synagogue to preach to them he met them where they were, he spoke to them in their language inviting them to be "fishers of men." They understood and followed. Many times throughout their ministry Christ used the lake and the boat to teach his disciples deeper lessons of faith. Jesus understood special ministries.

Second of all I have found the church needs Special Ministries. Early on in my ministry I was asked to bring the "Missionary Message" for an annual Baptist Associational meeting. The Lord gave me a message from Isaiah 49. In many ways it is a Messianic passage but the

Lord is using this in Isaiah's life to expand his ministry. In verse 6 the Lord says to Isaiah, "It is not enough for you to be My servant raising up the tribes of Jacob and restoring the protected ones of Israel. I will also make you a light for the nations, to be My salvation to the ends of the earth." What a message to the church. We spend all our energy ministering to those who are already in the flock while ignoring a world out there who has never heard of God's love for even the first time. I have found Special Ministries allows the church to see people they often overlook and it helps them to do ministry in ways they've never done them before. Special Ministries expands their horizons just as God expanded the ministry horizons of Isaiah.

One of the blessings of being Southern Baptist is we have a multitude of ministry programs available to us, to equip us to do ministry. One of the curses of being Southern Baptist is we have a multitude of programs available to us that keeps us from hearing God as He seeks to create within us new ministries. "Canned" programs do not always fit the ministry needs of a local church or many ministry settings. Many of our church people are not involved in ministry simply because they do not fit into the canned ministry programs that are the latest greatest ways of growing a church.

Chuck owns and operates a quail hunting plantation in South Georgia. He's not a deacon or a preacher but he is a Christian who knows he needs to use what God has given him for ministry. The Lord put Chuck and me together a couple years ago and he expressed his desire of ministry but did not know how. His setting did not fit the canned ministry setting. Together we begin to develop special ministries just for his setting. As a result, he has been able to reach a number of men for Christ, but he is now a different man on fire for Jesus. He has also brought his church in alongside him and they are sharing in the ministry.

The church also needs to play. The world needs to see the church having fun and being alive. Special Ministries allows the church to "play with a purpose," as we often say in our special ministry circles. The church body also needs this play for the health of the body. Ministry is serious but it is also a joy, why shouldn't our ministries reflect the joy as well as the seriousness of the matter.

Last of all, I need Special Ministries. It is hard to believe that it has been 15 years since the Lord brought me into the field of special ministries. He has taught me so much and brought me through so much and yet each day is fresh and exciting.

After being in Helen, GA for seven years pastoring and directing resort ministries the Lord led me to develop a new ministry through hunting and the shooting sports. At first it was, "God, I can't do that!" But then there was that family sitting by the river and God saying "oh yes we can."

Through Legacy Outdoor Ministries God has continued to challenge me in a number of ways. He continues to teach me what it means to walk by faith. You have never really walked by faith until you walk away from a weekly paycheck and rely on solely on Him. He is faithful! He continues to teach me how to see and reach people who would never walk through the door of a church. He gives me the opportunity to build ministry relationships without having to be known as “preacher Kyle”. Most of all, this ministry allows me to have fun in ministry. I minister out of who I am. I get to play with a purpose.

This past May I was back in Helen helping a local church host a Trout Fishing Tournament. It was cold and rainy that morning and yet over 100 people came out to fish the tournament. Before the fishing began I spoke to the crowd. I spoke of my first trout fishing experience and how my waders sprung a leak and filled with cold mountain water. As everyone laughed I was then able to take my fishing experience and transition to a Gospel presentation and in the end 22 people prayed to accept Christ. That small mountain church and I had fun. We played with a purpose and God’s kingdom was expanded. To God be the glory for allowing me to be involved in special ministries!

ARLM JOURNAL BOOK REVIEW

By: Dr. Billy Hutchinson, *ARLM VP-Professional Development*

***Chasing Daylight* by Erwin Raphael McManus**

On the back cover of this book are these words, “When we are passionate about God, we can trust our passions.” *Chasing Daylight* calls us each to live our life with blazing urgency. Each of us has taken many risks in ministry and find ourselves sometimes wondering and worrying if we are on the right track. The sub title of the book is “Seize the power of every moment”. McManus teaches, “You may stumble, but you will find yourself falling forward, propelled toward the God-inspired adventure He intends you to live.” He maps out the actions we should take like an earthquake. Using the terms FORESHOCK – EPICENTER – AFTERSHOCK as the three main groupings for his ideas and suggestions in the book. In chapter seven he titles “Impact-Leave a Mark”. Leaving a mark on the kingdom is what we all wish to do. He teaches that every moment is a “Divine Moment” that God is preparing for you and has meaning on your future. Don’t miss those “divine moments”! McManus is not new to risk or leaving his mark on the Kingdom. As a writer, futurist, activist, artist, spiritual leader and cultural leader he is known and respected. He is the lead pastor of Mosaic in Los Angeles and founder of Awaken, a creative incubator for leadership, change and creativity in ministry.

This is a must read for people of vision and those who work and minister on the edge in a changing world. You can get it anywhere. Amazon might be the easiest! Published by Nelson Books

Suggested other Books:

***Called to Greatness* by Ron Hutchcraft**

Hutchcraft makes you think on the language you use to communicate the Gospel in today’s world.

***Being Me* by Grady Nutt**

Nutt cause you to think on this statement, “I am a person of worth created in the image of God to relate and to live.”

Web site suggestion:

www.blackaby.org

This is the site for the ministry of Henry Blackaby, “Experiencing God”. Dr Blackaby has some of the most thought-provoking daily devotions available.