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The Highest and the Best or The Value of Values

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THE HIGHEST AND THE BEST OR THE VALUE OF VALUES

Delta Lambda Kappa September 16-19, 1984 C. W. Pollard

ON MY LEFT AND ON MY RIGHT ARE MASKS SYMBOLIZING THE WORLD OF ARTISTIC EXPRESSION THAT WE COMMONLY REFER TO AS THE THEATER. THEY ACTUALLY DATE BACK TO THE EARLY GREEK THEATER AND WERE FIRST USED AS EARLY AS THE FOURTH CENTURY B.C. THEY SPEAK TO US OF THE TWO CONTRASTING MOODS OR EXPERIENCES OF LIFE; COMEDY, JOY, AND SUCCESS; TRAGEDY, SADNESS AND FAILURE. FOR SOME THESE REPRESENT THE TWO BASIC PARAMETERS OF LIFE AND PROVIDE THE FRAMEWORK FOR A DEFINITION OF EXISTENCE. BUT IS THIS WHAT LIFE IS ALL ABOUT? DOES IT PROVIDE THE ANSWERS FOR OUR SEARCH OF THE HIGHEST AND THE BEST, THE VALUE OF VALUES? OR IS THERE AN ANSWER THAT PROVIDES A GREATER MEANING TO THESE EXPERIENCES, A SYNTHESIS OR COMBINATION OF THE VARIOUS EXPERIENCES INTO A WHOLE? A SCULPTURE AND MOLDING OF ME INTO A WHOLE AND ETERNAL PERSON.

THE QUESTION BEFORE US REMINDS ME OF THOSE FAMOUS LINES FROM THE SHAKESPEARE PLAY "AS YOU LIKE IT".

"ALL THE WORLD IS A STAGE AND ALL THE MEN AND WOMEN MERELY PLAYERS. THEY HAVE THEIR EXITS AND THEIR ENTRANCES! AND ONE MAN IN HIS TIME PLAYS MANY PARTS. HIS ACTS BEING SEVEN AGES. AT FIRST THE INFANT, MEWLING AND PUKING IN THE NURSES ARMS. THEN THE WHINING SCHOOL BOY WITH HIS SATCHEL AND SHINING MORNING FACE CREEPING LIKE A SNAIL UNWILLINGLY TO SCHOOL. AND THEN THE LOVER SIGHING LIKE A FURNACE WITH WOEFUL BALLAD MADE TO HIS MISTRESS' EYEBROW. THEN A SOLDIER FULL OF STRANGE OATHS AND BEARDED LIKE THE PARD. JEALOUS IN HONOR SUDDEN AND QUICK IN QUARREL. SEEKING THE BUBBLE REPUTATION EVEN

IN THE CANNON'S MOUTH. AND THEN THE JUSTICE IN FAIR ROUND BELLY WITH GOOD CAPON LINED WITH EYES SEVERE AND BEARD OF FORMAL CUT. FULL OF WISE SAWS AND MODERN INSTANCES. AND SO HE PLAYS HIS PART. THE SIXTH AGES SHIFTS INTO THE LEAN AND SLIPPERED PANTALOON WITH SPECTACLES ON NOSE AND POUCH ON SIDE. HIS YOUTHFUL HOSE, WELL SAVED, A WORLD TOO WIDE FOR HIS SHRUNK SHANK AND HIS BIG MANLY VOICE TURNING AGAIN TOWARD CHILDISH TREBLE, PIPES AND WHISTLES IN HIS SOUND. LAST SCENE OF ALL THAT ENDS THIS STRANGE EVENTFUL HISTORY, IS SECOND CHILDISHNESS AND MERE OBLIVION SANS TEETH, SANS EYES, SANS TASTE, SANS EVERYTHING."

BIRTH AND DEATH AN ENTRANCE AND AN EXIT WITH INTERMITANT ROLES. COMEDY AND JOYS, TRAGEDY AND FAILURE.

BUT WHAT IS IT ALL ABOUT? THE QUESTION IS NOT NEW AND THE RESPONSES OVER THE CENTURIES HAVE BEEN NUMEROUS. THE DIFFERENCE IS IN THE STARTING POINT. DO I START WITH GOD OR DO I START WITH ME? THE ANSWER HAS SPLIT OUR WORLD APART.

ALEXANDER SOLZHENITSYN IN HIS 1978 HARVARD COMMENCEMENT ADDRESS FRAMED THE ISSUE AS FOLLOWS: "I AM NOT EXAMINING THE CASE OF A DISASTER BROUGHT ON BY A WORLD WAR AND THE CHANGES WHICH IT WOULD PRODUCE IN SOCIETY . . . I AM REFERRING TO THE CALAMITY OF AN AUTONOMOUS, IRRELIGIOUS, HUMANISTIC CONSCIOUSNESS.

IS IT TRUE THAT MAN IS ABOVE EVERYTHING? IS THERE NO "GOD" ABOVE HIM? IS IT RIGHT THAT MAN'S LIFE AND SOCIETIES ACTIVITIES SHOULD BE RULED BY MATERIAL EXPANSION ABOVE ALL? IS IT PERMISSABLE TO PROMOTE SUCH EXPANSION TO THE DETRIMENT OF OUR INTEGRAL, SPIRITUAL LIFE. IF THE WORLD HAS NOT APPROACHED ITS END IT HAS REACHED A MAJOR WATERSHED IN HISTORY, EQUAL IN IMPORTANCE TO THE TURN FROM THE MIDDLE AGES TO THE RENAISSANCE. IT WILL DEMAND FROM US A SPIRITUAL BLAZE. WE SHALL HAVE TO RISE TO A NEW HEIGHT

OF VISION, TO A NEW LEVEL OF LIFE WHERE OUR PHYSICAL NATURE WILL NOT BE CURSED AS IN THE MIDDLE AGES, BUT EVEN MORE IMPORTANTLY OUR SPIRITUAL BEING WILL NOT BE TRAMPLED UPON AS IN THE MODERN ERA."

THESE WORDS COME FROM A MAN WHO GREW UP AND WAS TRAINED IN A SYSTEM THAT REJECTED THE VERY EXISTENCE OF GOD. HE HAD EMBRACED THE MARXIST PHILOSOPHY THAT MAN AND HIS MATERIAL WORLD WAS THE ULTIMATE. GOD WAS DEAD. MAN HAD ALL THE ANSWERS AND SET THE STANDARD. RELIGION WAS AN ILLUSION. REALITY WAS IN A MATERIAL WELL-BEING. AND SOCIALISM WAS INEVITABLE. SOMETHING HAPPENED, HOWEVER, TO SOLZHENITSYN THAT DRAMATICALLY CHANGED HIS VIEW OF LIFE. AFTER SERVING AS A CAPTAIN IN THE RED ARMY HE WAS ARRESTED UNDER STALIN'S REIGN OF TERROR AND WAS FORCED TO LIVE FOR YEARS IN THE HORROR OF SOVIET PRISON CAMPS. AS HE WAS LATER TO DESCRIBE IN DETAIL IN HIS "GULAG ARCHIPELAGO", IT WAS THERE IN PRISON THAT HE FOUND A HIGHER PURPOSE TO LIFE, MORE THAN JUST ENTRANCE AND EXIT. IT WAS THROUGH THE TESTIMONY OF FELLOW-PRISONERS, INCLUDING THE PRISON DOCTOR WHO HAD CONVERTED FROM JUDAISM TO CHRISTIANITY THAT SOLZHENITSYN FOUND GOD AND COMMITTED HIS LIFE TO HIM AND BECAME A FOLLOWER OF JESUS CHRIST. LITTLE DID HE REALIZE THEN THAT HE WOULD LATER RECEIVE A NOBLE PRIZE OR THAT HE WOULD BE EVENTUALLY RELEASED TO LIVE IN FREEDOM IN THE WEST. IN A RECENT INTERVIEW HE DESCRIBED THE EXPERIENCE OF FINDING HIS STARTING POINT WITH GOD AS FOLLOWS, "CAMP LIFE STRIPS COMMUNISM BARE IN A DRASTIC WAY. THEIR IDEALOGY DISAPPEARS COMPLETELY. FIRST COMES THE FIGHT FOR SURVIVAL. THEN THE DISCOVERY OF LIFE. A wited Secretar Thorogen + parlo THEN GOD." Tust is per years before bother before Surbefore Just A shoul semp hofore AT ABOUT THE SAME TIME AS SOLZHENITSYN WAS ARRESTED IN THE SOVIET UNION, DIETRICH BONHOFFER CAME TO THE END OF HIS PHYSICAL LIFE IN GERMANY. HE WAS THE PRISONER OF ANOTHER GODLESS SYSTEM, THE THIRD REICH. DURING THE 1930'S BONHOFFER WAS A MINORITY VOICE

IN GERMANY, SPEAKING OUT AGAINST THE EVILS OF NAZISM AND A PHILOSOPHY

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THAT ESPOUSED THE SUPERIORITY OF ONE RACE OVER THAT OF ANOTHER. NO MAN, NOT EVEN HITLER, WAS SUPERIOR TO GOD AND EVERY MAN WAS AUCTO CREATED IN GOD'S IMAGE! ONE'S DEDICATION AND ONE'S OBEDIENCE MUST BE TO GOD. BONHOFFER WAS A PASTOR AND A THEOLOGIAN, BUT HE BELIEVED IN ACTING UPON HIS FAITH AND RESISTING A SYSTEM THAT EVILL REJECTED HIS CREATOR. IN THE EARTY 1940'S HE WAS ARRESTED AND DURING HIS EXTENDED PRISON STAY HE WROTE SEVERAL ESSAYS AND LETTERS DEALING WITH THE MEANING AND PURPOSE OF LIFE. LISTEN TO THIS QUOTE FROM A LETTER WRITTEN JUST MONTHS BEFORE HE WAS EXECUTED BY THE GESTAPO.

"WHO STANDS FAST? ONLY THE MAN WHO'S FINAL STANDARD IS NOT HIS 炎REASON, HIS PRINCIPLES, HIS CONSCIENCE, EVEN HIS FREEDOM, OR \$ HIS VIRTUE, BUT WHO IS READY TO SACRIFICE ALL THIS WHEN HE IS ECALLED TO OBEDIENT AND RESPONSIBLE ACTION IN FAITH AND IN EXCLUSIVE ALLEGIANCE TO GOD. THE RESPONSIBLE MAN WHO TRIES TO MAKE HIS WHOLE LIFE AN ANSWER TO THE QUESTION AND CALL OF GOD. SARE THESE RESPONSIBLE PEOPLE?"

YOU SEE, OUR DISCUSSION TONIGHT IS NOT SIMPLY ABOUT THE FIRST CORPORATE OBJECTIVE OF SERVICEMASTER, "TO HONOR GOD IN ALL WE DO." THE PURPOSE AND MEANING OF THIS OBJECTIVE IS NOT SIMPLY AN EXPRESSION OF AMERICAN EVANGELICAL OR FUNDAMENTALIST THOUGHT OR THE REFLECTION OF A DENOMINATIONAL BELIEF WHETHER IT BE PROTESTANT OR CATHOLIC OR THE ADVOCACY OF THE FREE ENTERPRISE SYSTEM WRAPPED IN A RELIGIOUS BLANKET. IT IS INSTEAD A RESPONSE TO THE FUNDAMENTAL QUESTION OF LIFE THAT TRANSCENDS ALL CULTURES, ECONOMIC, AND POLITICAL SYSTEMS. IT IS AN AFFIRMATIVE STATEMENT THAT OUR SOURCE AND OUR STARTING POINT IS WITH GOD. WE REJECT ALL PHILOSOPHY, THOUGHT, OR ACTION THAT ASSUMES THE SUPREMACY OF MAN, WHETHER THAT PHILOSOPHY OR ACTION ORIGINATES IN AMERICA OR THE SOVIET UNION, IN THE EAST OR THE WEST, ARISES OUT OF CAPITALISM, OR SOCIALISM. BECAUSE OF THIS STARTING POINT, WE HAVE A VIEW, A VALUE SYSTEM THAT AFFECTS HOW WE LIVE WITH OURSELVES, HOW WE

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LIVE WITH OTHERS, AND HOW WE LIVE WITH OUR FAMILIES. THERE ARE GOD-GIVEN STANDARDS, GOD-GIVEN LIMITATIONS, AND GOD-GIVEN FREEDOMS. THIS GOD-GIVEN VALUE SYSTEM OF OURS IS NOT SOME VAGUE APPLICATION OF THE CONCEPTS OF TRUTH OR LOVE OR GOODNESS. IT IS SPECIFIC IN ITS PRINCIPLES. FOR US IN SERVICEMASTER, THESE INCLUDE THE FOLLOWING:

THE VALUE OF A PERSON CREATED IN THE IMAGE OF GOD AND HIS RESPONSIBILITY AND ACCOUNTABILITY TO HIS CREATOR FOR HIMSELF AND FOR OTHERS. WE HAVE BEEN CREATED WITH DIGNITY AND INTRINSIC WE HAVE BEEN GIVEN AUTHORITY OVER GOD'S WORLD. HE HAS ENDOWED EACH OF US WITH SPECIFIC TALENTS. BUT THE TALENTS AND RESOURCES GOD HAS SO GIVEN US IS NOT FOR OUR OWN SELF-INTEREST, BUT IS TO BE INVESTED IN THE LIVES OF OTHERS. AND, SO WE ARE STEWARDS -TRUSTEES WITH A MISSION TO USE AND SPEND. OUR WORTH IN GOD'S EYES ALSO MAKES US RESPONSIBLE AND ACCOUNTABLE TO OTHERS. EACH PERSON IS OF EQUALLY INFINITE VALUE AND DIGNITY BECAUSE HE HAS BEEN MADE IN GOD'S IMAGE. THUS, THERE IS VALUE AND WORTH REGARDLESS OF POSITION, RANK, OR INCOME. WE REJECT THE VIEW OF LEVITT THAT INDUSTRIALIZATION OF SERVICE IS REQUIRED TO ELIMINATE THE "IDEA" THAT TO SERVE MEANS TO HUMBLE ONESELF BEFORE ANOTHER OR THAT WE MUST DO AWAY WITH THE DEDICATION OF INDIVIDUALS FOR THE SERVICE AND BENEFIT OF OTHERS. FOR LEVITT, WITH HIS HUMANISTIC FRAME OF REFERENCE, THE OBJECTIVE IS TO SEEK MORE ALTERNATIVES TO THE USE OF PEOPLE -- BECAUSE PEOPLE ARE THE MOST UNRELIABLE ELEMENT IN THE DELIVERY OF SERVICE. OUR OBJECTIVE IS NOT TO SEEK AN ALTERNATIVE TO PEOPLE, BUT INSTEAD TO GROW AND INVOLVE MORE PEOPLE AND TO TRAIN, EQUIP, AND MOTIVATE PEOPLE TO BE MORE EFFECTIVE AND PRODUCTIVE IN THEIR WORK AND SERVICE AND TO RECEIVE THE SATISFACTION AND GROWING EXPERIENCE OF A JOB WELL DONE. A PERSON WITH A PURPOSE TO SERVE AND A CLEAR DIRECTION WITH AN ELEMENT OF DEPENDABILITY AND RESPONSE IS GREATER THAN ANY MACHINE.

- 2. THE VALUE OF THE FAMILY AS THE BASIC SPIRITUAL, ECONOMIC, AND SOCIAL UNIT FOR THE DEVELOPMENT OF THE PERSON. WE REJECT THE IDEA AND TREND SUGGESTED IN MEGATRENDS -- THAT MARRIAGE AND THE FAMILY UNIT IS JUST ONE OF MANY OPTIONS FOR ADULT LIVING. THE FAMILY UNIT IS ORDAINED BY GOD. WE MUST SUPPORT IT, ENCOURAGE IT AND PROVIDE AN ENVIRONMENT FOR IT TO GROW AND STRENGTHEN AS AN INTEGRAL PART OF OUR BUSINESS. IT IS NOT JUST GOOD BUSINESS OR SOMETHING NICE TO DO TO INVOLVE SPOUSES OR ENCOURAGE MANAGERS TO LEAD AND SUPPORT THE DEVELOPMENT OF THEIR FAMILY AND HOMES -- IT IS A GOD BASED VALUE THAT WE MUST HONOR. HERE CITE STORY.
- 3. THE VALUE OF WORK AND LABOR AS A CALLING AND MINISTRY TO GOD AND THE DEVELOPMENT OF A PERSON. WORK IS NOT JUST A JOB, A WAY TO EARN A LIVING, 9 TO 5 MONDAY TO FRIDAY -- A WEIGH STATION UNTIL RETIREMENT. GOD HAS PROVIDED WORK AS A VEHICLE FOR US TO LEARN TO GROW AND IN SERVING OTHERS WE HAVE A VERY SPECIAL MINISTRY. HERE CITE RICH WILLIAMS EXAMPLE.
- 4. THE VALUE OF COVENANTS AND COMMITMENTS AS THE BASIS FOR COMBINED EFFORTS AND CORPORATE ACTION. OUR COLLECTIVE MINISTRY IN SERVICEMASTER IS ONLY POSSIBLE BECAUSE OF THE COVENANT AND COMMITMENTS WE HAVE WITH EACH OTHER. SOME OF THESE HAVE BEEN FORMALIZED BY WRITERS CONTRACT. OTHERS REPRESENT AN ORAL PROMISE OR STATEMENT GENERATING RELIANCE OR ACTION BY ANOTHER. GOD ESTABLISHED THE USE OF THE COVENANT AS A MEANS FOR ASSURING AND INVENTING JOINT ACTION AND RESPONSE FROM HIS PEOPLE. IN 1980 WE SIGNED THE SANTA BARBARA COMPACT. THIS IS A FORMAL ACKNOWLEDGEMENT OF OUR COMMITMENT TO EACH OTHER AND THE OBJECTIVES OF SERVICEMASTER. THE WORDS AND THE SIGNATURES WERE A FORMALITY. THE FACT OF THE MATTER IS THAT OUR MUTUAL COVENANT AND COMMITMENTS AS LEADERS OF SERVICEMASTER HAVE A FAR MORE PROFOUND INFLUENCE AND BINDING

CHARACTERISTIC THAN THAT FORMAL DOCUMENT MAY INDICATE. THIS IS BECAUSE THE DEPTH OF THE COVENANT AND COMMITMENT WE MAKE AS LEADERS EXTENDS BEYOND THIS ROOM AND COVERS THOSE WHO WE LEAD. IT IS THAT GROUP WHO ARE RELYING UPON US FOR THEIR FUTURE AND IT IS THAT GROUP TO WHOM WE ARE TRULY BOUND -- BOUND WITHOUT ANY FORMAL WRITING, BUT BOUND TO PROVIDE GROWTH AND DEVELOPMENT.

5. THE VALUE OF PRODUCED WEALTH THAT IS INVESTED AS IT IS DISTRIBUTED, AND NOT ACCUMULATED AND RETAINED FOR PERSONAL INTERESTS.

THE PRINCIPLE HERE IS THAT THE RESOURCES -- WEALTH THAT GOD HAS PROVIDED IS HELD IN TRUST BY US -WE ARE NOT THE ACTUAL OWNERS -- GOD IS -- WE ARE TO USE IT, INVEST IT, ENJOY IT, ALL AS STEWARDS AND NOT TO DISPUTE IS OR WASTE IT. THERE WILL BE A STANDARD OR ACCOUNTABILITY FOR ALL OF US.

OUR STARTING POINT DEMANDS THAT WE DEAL WITH TWO BASIC ISSUES.

DO I KNOW GOD? AM I OBEYING GOD? YOU SEE, IT MAKES NO DIFFERENCE WHETHER IT IS YOU OR ME OR A RUSSIAN NOBEL PRIZE WINNER IN SIBERIA OR A GERMAN THEOLOGIAN IN A PRISON CAMP. NO MATTER WHAT MY INTELLEGENCE, POSITION, OR CULTURE, THE HIGHEST AND BEST REQUIRES THAT I KNOW GOD. THERE IS A DIFFERENCE IN KNOWING ABOUT GOD AND KNOWING GOD.

HERE INSERT BIBLE VERSE AND COMMENT ON THE WAY OF SALVATION.

THE SECOND ISSUE IS ONE OF OBEDIENCE. GOD'S WAYS MUST BE MY WAYS. ACCEPTING THOSE STANDARDS WE JUST DISCUSSED AS A GOD BASED VALUE SYSTEM AND THEN LIVING THEM AS GOD WOULD HAVE US DO REQUIRES FAITH, TRUST, AND LOVE. FAITH IS PART OF THE LEARNING PROCESS, LEARNING TO ACT BEFORE WE CAN HAVE ALL OF THE ASSURANCES. GOD HAS CALLED US TO A LIFE OF FAITH. WE CANNOT SEE GOD. WE CANNOT TOUCH GOD. YET, HE HAS GIVEN US AMPLE EVIDENCE OF HIS EXISTENCE AND HIS CARE AND HIS CONCERN FOR US. HE HAS PROVIDED A WRITTEN

WORD IN THE BIBLE. TO BELIEVE IN GOD YOU MUST HAVE FAITH. TO BELIEVE IN YOURSELF, YOU MUST HAVE FAITH. WHATEVER OUR ASSIGNMENTS ARE TODAY, EACH OF US HAVE HAD TIMES OF FEELING INADEQUATE. IT IS ONLY AS WE HAVE FAITH IN OURSELVES THAT WE CAN LEAD. WE MUST ALSO HAVE FAITH IN OTHERS. WE HAVE TO TRUST EACH OTHER. THERE ARE MANY PEOPLE THAT ARE PUTTING THEIR TRUST IN YOU AS A LEADER. EARN AND GAIN THE TRUST OF YOUR TEAM. A MAN WHO WILL NOT HAVE FAITH IN YOU SHOULD NOT BE PART OF YOUR TEAM. THE TRUST AND FAITH IS ALSO SOMETHING WE HAVE TO BUILD IN A FAMILY RELATIONSHIP. AS HUSBANDS AND WIVES WE MUST LEARN TO HAVE FAITH IN EACH OTHER. WE MUST TRUST OUR CHILDREN. IT IS A PROCESS THAT DEVELOPES. IT DOES NOT COME OVER NIGHT. BUT, IT IS ESSENTIAL TO A HEALTHY RELATIONSHIP.

TRUTH. GOD IS THE SOURCE OF ALL TRUTH. THE BIBLE PROVIDES HIS REVEALED STANDARD. HE HAS BEEN HONEST AND DIRECT WITH US IN POINTING OUT THE BASIC ISSUES OF LIFE. WE MUST BE HONEST WITH OURSELVES. WE MUST ALWAYS DEAL IN INTEGRITY.

HERE CITE THE JAPANESE EXAMPLE.

IT IS INTEGRITY THAT MAKES OUR COVENANTS AND COMMITMENTS TO EACH OTHER BINDING. NOT A LEGAL DOCUMENT. NOT A NON-COMPETITION CLAUSE. IT IS THE COVENANT AND AGREEMENT WE HAVE MADE WITH EACH OTHER. THE SUPPORTIVE GROWTH GROW THIS MINISTRY THAT BINDS US ALL TOGETHER. IT IS THAT SAME COVENANT THAT BINDS A MARRIAGE THROUGH THE PEAKS AS WELL AS THE VALLEYS THAT BINDS THE COMMITMENT OF LOVE AND CARING FOR OUR CHILDREN.

LOVE. LOVE AS AN EXAMPLE BEFORE US IS JESUS CHRIST. ONE WHO WAS THERE TO SACRIFICE HIS LIFE FOR EACH OF US. THE ULTIMATE IN SERVANT LEADERSHIP. THE LOVE THAT INVESTS AND EXTENDS ONESELF TO OTHERS. A LOVE WHICH ALLOWS ONESELF TO BE PROUD AND CONFIDENT IN WHO HE IS. EXAMPLES OF HUSBAND. WHAT MAKES A GOOD FATHER?

WHAT KEPT YOU FROM BEING A GOOD FATHER? A GOOD HUSBAND FIFTEEN YEARS AGO? AND ASK THE QUESTION TODAY.

LOVE IS THE TIMES WHEN WE HAVE NOT HAD ENOUGH FAITH OR TRUST WITH EACH OTHER. OR THE TIMES WHEN WE HAVE NOT BEEN HONEST WITH EACH OTHER. THE BOTTOM LINE IS LOVE.

SO THE HIGHEST AND THE BEST REJECTS OUR WORLD BEING PORTRAYED MERELY AS A STAGE WITH ALL OF US MERELY PLAYERS HAVING THEIR ENTRANCES AND EXITS. LIFE INSTEAD CAN BE A SYNTHESIS, A COMBINATION OF VARIOUS PARTS AND EXPERIENCES IN THE MOLDING AND MAKING OF ME TO ASSUME AN ETERNAL GLORY THAT EXTENDS BEYOND THIS EARTHLY EXPERIENCE. MY PRAYER IS THAT ALL OF US WILL NOT ONLY COMPREHEND THE INTELECTUAL MEANING OF HONORING GOD IN ALL WE DO, BUT OUR KNOWING AND OBEYING HIM WILL SO IMPACT OUR LIVES THAT THIS FORCE WHICH IS NOW ONLY ONE BILLION STRONG WILL BE MEASURED IN GEOMETRIC FORCES AS A MEANING OF A GOD-BASED VALUE SYSTEM IS ARTICULATED AND EXEMPLIFIED BY US IN THE WORLD AROUND US. WE HAVE BEEN DESCRIBED AS THE JEWEL, THE NUMBER ONE OF OVER ONE THOUSAND COMPANIES. LET THE LIGHT AND SPARKLE OF THAT JEWEL SHINE IN OUR LIVES AND THE LIVES OF THOSE THAT WE TOUCH.