



# Point of View

Dear Marketplace Friend,

Amazing how much you can learn, just by listening. Today, I learn a lot, as an incurable snoop at Starbucks. That isn't a localized phenomenon; I've been in scores of S'bucks around the world, and it's always the same: people speak their minds - loudly - on the way to their morning fix. *When people are pre-caf, they spill their own beans.*

It happened for me already, this morning. I had my *grande drip* half drained when Mr. SL walked in.

Had you missed his spankin'-new convertible illegally parked at the curb, the logo on his khaki cap would have set you straight; he was identifying with his wheels. The counter guy had his "friendly" program running: *"So, Jack, doin' anything fun for the holiday this weekend?"*

His reply stopped me mid-sip: *"What holiday?"* I looked up and across the room - I wasn't at all smooth and subtle - to catch his expression. Would his non-verbals be as clueless as his words? No question



about it; *he was genuinely unaware.*

This morning, The Barna Group distributed their latest survey regarding Easter. The bottom line of their findings: among the not-too-religious crowd, Easter remains a "religious holiday," but the key discovery: *the Resurrection is an elusive factoid for most Americans, unless they're redeemed!*

I decided to broaden my accidental survey. I stopped at the car wash and, as I paid, asked the cashier what she had planned for the holiday. "It's my favorite!" she gushed. "April Fools Day! I'm planning on 'getting' my boyfriend; he doesn't suspect a thing!"

"Holiday" doesn't carry the same meaning today that it once did. For Europeans, *holiday* denotes their

extended vacation periods; they get more time off than any employed populace in the civilized world. Don't plan to get much done in the EU during August; that's when everyone is on *holiday*.

For Americans, *weekends* are different than *holidays*... but not *much* different. Weekends come around every week; holidays come around about 12 times each year. A holiday is a day that would have been a work day, except the government declared it "off" because of some special recognition.

*Holiday* is a combination of two words: *holy* and *day*. Holidays had origin in the faith traditions. Kids will be off-school at various times for "Spring Break." It's been the *Spring Holiday* (?) for many. *Holiday*?

The Resurrection may have happened 1980 years ago, but it's still an undiscovered fact for millions of people in the 21st Century, even in the US of A. Smart guys in Mercedes convertibles, car-wash cashiers; otherwise with-it folks in the most enlightened country of history are as-yet ignorant of the event that changed everything.

The smartest guys of the latter 1st Century spent their time on the Hill of Ares in Athens, debating points of philosophy that were profound and ponderous. One day, Paul the Apostle presented himself as the

featured presenter, offering food for thought as their midday repast. He concluded his remarks concerning Jesus Christ with these words: " '... *in the past, God overlooked... ignorance, but now he commands all people everywhere to repent. For he has set a day when he will judge the world with justice by the man he has appointed. He has given proof of this to all men by raising him from the dead.*' When they heard about the Resurrection..., some of them sneered... a few men... believed." (Acts 17:30-33).

The Resurrection is the key event cited in the Gospels; it was the watershed claim of the first-wave of Apostles. It remains the line in the sand for accepting Jesus as Savior and Lord. It's Easter's message. *Who's going to tell Mr. SL about the Resurrection?*

Bob Shank

*Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).*

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