



# Point of View

Dear Marketplace Friend,

Boy, what a tough week. Though it's springtime - nature's annual celebration of life - we're faced with death, on all fronts.

This is the week for Memorial Services, it seems. Longtime relationships that will be no more. You can dial up the pictures from the past, and relive "great moments" from days gone by, but the vitality and freshness of the new day will no longer include your once significant others.

Call it, "Good bye, Jack" week. Last night, we bid adieu to Jack Shephard. Tonight, it's back-to-back memorials: a two-hour service (*on FOX*) for Jack Bauer, followed by a terse one-hour sign-off for Jack McCoy. *After tonight, we won't have Jack...*

Jack Shephard (*Matthew Fox*) had more featured appearances on *Lost* than any other character during the series' six-season run. Jack Bauer (*Kiefer Sutherland*) has only worked eight days during most of the last decade... at least, that's the impression we have from **24**. He may have a full-length movie left in his **CTU**

bag of tricks, but that is Hollywood's version of "extreme meas-

ures;" he's done. **Law & Order's** Jack McCoy (*Sam Waterston*) has been in court in Manhattan for most of the series' 20 years... but he's now *Lost* to the parallel universe of **TD Ameritrade**, where he's moved from 60 minute drama to 30 second pitch.

Many churches bunch the "stand up and be applauded" Sundays into an annual domino string: Mother's Day, Memorial Day (*this week*), then "Dads and Grads" (Father's Day, shared with the kids who finish school). May and June are big days for standing ovations, but it's a near-miss on Memorial Day. Living military men and women are specifically featured on Veteran's Day, in November; the heroes who lost their life while in uniform are the real focus of next



week's Memorial Day.

Tragically, more Americans could tell you the life experiences of Jack, Jack and Jack (TV heroes) than know the story of men like Jack Williams, a Navy pharmacist mate who died at Iwo Jima. His Medal of Honor citation says,

*"Gallantly going forward on the front-lines under intense enemy small-arms fire to assist a marine wounded in a fierce grenade battle, Williams dragged the man to a shallow depression and was kneeling, using his own body as a screen from the sustained fire as he administered first aid, when struck in the abdomen and groin three times by hostile rifle fire. Momentarily stunned, he quickly recovered and completed his ministrations before applying battle dressings to his own multiple wounds. Unmindful of his own urgent need for medical attention, he remained in the perilous fire-swept area to care for another marine casualty. Heroically completing his task despite pain and profuse bleeding, he then endeavored to make his way to the rear in search of adequate aid for himself when struck down by a Japanese sniper bullet which caused his collapse. Succumbing later as a result of his self-sacrificing service to others, Williams, by his courageous determination, unwavering fortitude and valiant performance of duty, served as an inspiring example of heroism, in keeping with the highest traditions of the U.S. Naval Service. He gallantly gave his life for his country..."*

Thank God for Jack Williams, and the men and women whose heroism is not an act - *ala Hollywood* - but an action, taken in the face of danger, on behalf of others...

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