

# THE IRON BRIEFING



## DECEMBER 2023

Remain in me, as I also remain in you. No branch can bear fruit by itself; it must remain in the vine. Neither can you bear fruit unless you remain in me.

"I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit; apart from me you can do nothing. — John 15:4-5

### Q1 GROWTH PLAN

Join our 90 Day reading plan, starting January 1st! Email Barry Lusk to join.



## CELEBRATING OUR JAX LAUNCH

Last December, a Jacksonville Iron Forum was an idea, a hope, and a prayer. In January, it was a conversation; and by February, Gary Smith had commissioned Aarron Pina with long time Iron Forums leader and Jacksonville native Casey Sanders to make an exploratory visit.

With 5 men committed to joining a virtual Forum, Aarron took a part time job with Alliance Partner, *Lifework Leadership First Coast*, and the Pina family made a move of faith to JAX.

God was faithful in helping build relationships with many 4H men who visited the virtual forum this summer.

We needed 9 committed men in order to make the leap from the virtual forum to a live forum launch.

In September, we got a nudge from God to put a date on the October calendar and trust Him with the results.

On Wednesday, October 25th, God DELIVERED, with 15 men, eager to dive in to all that Iron Forums has to offer to Jacksonville. About 20 Atlanta members Zoomed in to open the meeting with encouragement. Snapshot time was amazing. "The Spirit was at work," commented Jacksonville member Joseph Rowell, CEO of North Avenue Capital. We couldn't agree more!

Jacksonville has a rich history of faith and a thriving culture of marketplace ministry. We have also seen entrepreneurs struggle when they get derailed in their faith and families. Iron Forums is much needed as the River City grows.

As you come across 4H men in your circle of influence in the area, connect them with Facilitator Aarron Pina at [apina@ironforums.org](mailto:apina@ironforums.org). The Jacksonville Forum meets the third Tuesday of each month in the San Jose neighborhood.



## IRON CONFERENCE 2024

Sept 20-22, 2024

AMICALOLA FALLS | \$500 PER PERSON



SPEAKER:  
**JOEL MANBY**



Scan QR code to register.



### BOARD MEMBERS

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**TRACTION TIP**



*Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.”*

—Vince Lombardi.

Group effort and behavior must be guided by healthy principles. EOS® calls these the Core Values, which define and describe a group’s identity.

Core value statements are essential for businesses and teams. A healthy team defines its core values around driving growth and teamwork. Examples for meetings include starting meetings on time, maintaining a single conversation, and avoiding distractions. Others include being open, and ensuring we are curious and value other people’s experiences and perspectives. Also being honest and fostering trust and safe environments for vulnerable sharing. Another might be celebrating wins and learning from failures to encourage a growth mindset. To add, Michael Jordan once famously quoted, *“I can accept failure, everyone fails at something. But I can’t accept not trying.”*

While perfection is unattainable, core values serve as aspirational guidelines. They help team members recognize and value each other and their behavior.

By establishing and consistently reinforcing core values, teams become more functional, collaborative, and cohesive. The practical application of these principles is the key to successful teamwork, aligning with Vince Lombardi’s belief that individual commitment to a group effort is the foundation of success.

Putting these identity statements into practice by correcting and holding one another accountable is what gives them power.

We’ll address this as the fourth ingredient to team health.

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**MEMBER SPOTLIGHT: JOSEPH ROWELL**

**Wife:** Elizabeth, (just celebrated our 23rd anniversary in August)  
**Children:** Cameron (20), Andrew (17), Carley (12), Benjamin (10), Jacob (9), EmmaJo (due to be born mid-January, will be adopted).  
**Church:** Redeemer Church  
**Forum:** Jacksonville



**What is the name and focus of your business?**

North Avenue Capital. NAC is a specialized commercial lender that focuses on providing affordable capital to businesses operating in rural parts of the country. NAC works in partnership with the US Department of Agriculture to support these companies and was ranked as the 2nd largest USDA Rural Development lender in the nation in 2023. Since our founding in 2015, NAC has provided more than \$600 million in strategic financing to companies based in 30 states.



**Who invited you to Iron Forums (who was your Andrew)?**

I was invited into Iron Forums by Aarron Pina as he transitioned

from GA to FL in order to build the Jacksonville group.

**What is your favorite part of the Iron Forums Snapshot?**

I’m especially thankful for the way the Snapshot encourages me and holds me accountable to keep my priorities in line: faith, family, and then business. The intentionality of the Snapshot helps to direct my thinking and focus my energy.

**How has Iron Forums improved your life?**

Iron Forums has given me an outlet to connect with and confide in other business leaders, many of which (like me) don’t have others in their business, church, or family that can relate to the pressures and challenges that accompany their call to workplace leadership and ministry.

**GOLF SHOTS — NOVEMBER 14TH FUNDRAISER**

