

# THE IRON BRIEFING



AUGUST 2020

## THIS MONTH'S SCRIPTURE:

**Isaiah 35:10** "They will enter Zion with singing; everlasting joy will crown their heads. Gladness and joy will overtake them, and sorrow and sighing will flee away."

**As a leader, are you sharing your gladness and joy in the midst of all the sorrow and sighing in the world today?**

## New Locations Starting Up this Fall!

This Fall Iron Forums is planning to launch 3 new Forums in Alpharetta GA, Kinston NC, and Oxford MS. Each Forum has a core group that is active in prayer for the men that Christ is calling to join these Forums, and we would like to invite the whole Iron Forum community to be in prayer to support these new groups.

If you know of men who might be a good fit for one of these Forums, please contact Mark Pugh at [mpugh@ironforums.org](mailto:mpugh@ironforums.org)



*Iron Forums, Kinston will be meeting at the Kinston Country Club. North Carolina has many entrepreneurial businesses in this area.*

## Evaluating the Virtual Forum Experience

AGENDA FOR LAST THURSDAY OF THE MONTH:

7:30 - 8:30 a.m.

*Devotion, Prayer and Content Session*

8:30 - 11:00 a.m.

*Snapshot groups with 3-4 men each — a minimum of 30 minutes to discuss and pray over their snapshot.*



Iron Forums is unlike many other business owner forums because we focus on relationships and Christian fellowship over a specific teaching, or the guidance of a "business expert." While our 17 years of business ministry has proven that face-to-face interaction is the most preferred and best way to hold a Forum — the Iron Forum's leadership team has decided to continue testing a Virtual Forum on the last Thursday of the months of August (8/27) and September (9/24) from 7:30 - 11:00 am.

This Forum, held through Zoom, will include both a Content Session and a Snapshot Session. In October we plan to ask for feedback and evaluate these Forums, which will be open to members who missed their regularly-scheduled Forum. We will also include a few men from other states who are interested in a Forum, but would not physically be able to meet due to their location. We will then consider how and when to start a "permanent" Virtual Forum of men that will meet monthly.

Please let your Facilitator know if you are interested in joining in and be on the watch out for an email invite. We'd like to have attendees reserve their spot by the Monday prior to each Virtual Forum.

## BOARD MEMBERS

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## LOCATIONS & FACILITATORS

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VIRTUAL FORUM	MARK PUGH	404.409.3809	MPUGH@IRONFORUMS.ORG

## Alliance Partner Focus:



Casey Sanders is an Iron Forums member. His ministry, *Jesus Spoken Here*, is a ministry of "1-on-1" discipleship. Casey says, "We are obsessed with helping men fall in love with the Person of Jesus Christ. For over 20 years, we've had a front-row seat to God changing men, including me, via thousands of 1-on-1 sit-downs with hundreds of men."

Casey often meets entrepreneurs through his ministry, and is a true "Andrew," always inviting guys to experience Iron Forums. He says, "Business owners potentially have the most influence on others for Christ than anyone in the marketplace. So, it's crucial for a guy who wants to do business in a God-honoring way to de-isolate with other like-minded owners once a month."

In addition, Casey facilitates a Friday morning men's Bible study called "Cards on the Table." Men really like it, because it is SIMPLE, SHORT and doesn't require a lot of reading — or even a Bible! The meeting goes from 6:30 - 7:40 am. Learn more at [CardsOTT.org](http://CardsOTT.org).

Another benefit *Jesus Spoken Here* can bring to Iron Forums business owners is what Casey calls, "Faith @ Work Discussions." You can hire Casey to meet with you 2x a month to discuss critical issues in your business that employees can affect. Then host a monthly free lunch for your employees who choose to attend, where the issues are discussed from a Biblical perspective. Casey says, "Things come out in these meetings that would never come out during the business's normal course. These are fun and significant. We've been doing these for 17 years and are currently engaged with 2 Iron Forums members."

If you would like to learn more about this Alliance Partner, please call **Casey Sanders** at **404.918.5343**, or visit [jesusspokenhere.com](http://jesusspokenhere.com).

## Member Spotlight: Terry Poteete

**Wife:** LuAnn (married 33 years)  
**Children:** Matt (29), Emily (27)  
**Church:** Mountain West Church, Tucker  
**Business:** Visual Outdoor Advertising, LLC

### *How did you begin your business and how has it developed since your started?*

Visual Outdoor Advertising, LLC is our company. Visual owns 89 billboard structures with 319 advertising faces in North Georgia and Western North Carolina. I started the company in 2001 while working at BellSouth, and expanded the company to 14 billboards by early 2004.

In April of 2004 we purchased a company with 23 billboards which allowed me to quit my job at BellSouth and go full time into the billboard business. God was a huge part of that transition...but of course I had to learn through personal failures to turn it all over to him. In 2007 we purchased another company with 23 billboards which gave us 60 billboards in North Georgia and Western North Carolina — and then the Great Recession hit.

In an effort to give people hope during that time, we started displaying Jesus messages on our billboards. In 2020 we started a non-profit called **PasstheMessage.org**, with a mission to expand the reach of those Jesus billboard messages beyond our footprint. Currently, the website is under development, but working towards a launch date.



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

This is my second time as a member of Iron Forums and Kevin Shaw was the person that invited me to that first group back in 2007. I left Iron Forums in 2009 mainly because of the Great Recession and the efforts required to keep the business afloat. Iron Forums came up again last year when I met my friend Mike Tiller for breakfast. I knew immediately that I wanted and needed to be involved again with a group of Christian businessmen that were wired like me. I called Gary Smith soon after.

### *What's your favorite part of the Iron Forums Snapshot?*

I like the business focus of the snapshot where I can get feedback on any issue that I am dealing with as an owner of a business. As a business owner you see and solve problems in all parts of your business, so it is valuable to me to receive feedback from men with that same business owner perspective.

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

The desire to build and grow your company can lead to a laser focus on business success and a lesser focus on our relationships with God and our family. Iron Forums holds me accountable by asking me first about my relationship with Jesus then about my relationships with my wife and family before we even start talking business issues.

