



RETAIL
CHRISTIAN
NETWORK

January 14, 2014

Dear Friends of RCN,

Before it happened to me, I had heard about *dehydration*, but experiencing it forever etched its dangers in my mind. For high school graduation I took my twin sons to the Grand Canyon to hike and camp at the bottom of the canyon. Unfortunately, the morning we were hiking out, we left later than planned, so there was nowhere to hide from the heat. The sun was unrelenting and the temperature was above 100. I considered myself to be in excellent condition (though not on par with my young, athletic sons). They began the ascent at an aggressive pace and I kept pace for the first two hours; however, once we reached the midpoint, I realized I was in trouble. I had pushed too hard without replenishing my electrolytes and I recognized it would take everything in me to make it to the top. Eventually, after drawing on every ounce of reserve, I reached the summit. While that trip was thrilling overall, I never want to experience dehydration again!

There is another type of dehydration that is prevalent in today's marketplace—a *spiritual* dryness. What makes it insidious is that people often dismiss their spiritual thirst until they are gutting it out just to survive. Deep down inside, we know that something is missing, but few of us pay close enough attention to the true state of our souls. Spiritual exhaustion makes it difficult to find the emotional and mental reserves necessary to thrive in business and in life. There is a better way to live!

As we prepare to meet in Las Vegas for ReCon and the 2014 RCN Breakfast Gathering (Tuesday, May 20) , my prayer is that our time will provide a spiritual oasis—a haven where men and women in the Shopping Center industry can draw together and (re)discover the refreshment that comes from drinking in living water. Last year almost 500 professionals gathered for food and great fellowship. This event continues to be a unique opportunity to reach out to new people and to provide a connecting point for a growing network of over 1400 Christ-followers within our industry.

As we have done since 1997, we will continue to invite guests to join us, free of charge. This means we must reach out to more companies, organizations and individuals for financial support. God continues to work mightily through our events, our local fellowships, our weekly devotionals and new discipleship resources. That expansion drives our need for more sponsors to underwrite the national breakfast as well as our year-round ministry budget. The enclosed card contains specific instructions on how to contribute. You may give directly on the RCN website via PayPal:

<http://www.highercallministries.org/donate/> or mail a check to **1035 Simmons Lane, Franklin TN, 37069.**

If you cannot afford a sponsorship this year, any size donation will make a significant difference, as will your earnest prayers or volunteering before, during or after the breakfast. Thank you for blessing this ministry. Our God-given mission to share the gospel with our colleagues and to encourage fellow Christians that we are not alone means we need and value your partnership. 2014 is here, so let's get busy!

Serving Him with you in the Shopping Center industry,

David Atchison, Director

RCN Leadership Team

David—The Riverstone Group (Franklin, TN), David Baker—Baker Storey & McDonald (Nashville, TN), Jay Chambers—The Chambers Group (Charlotte, NC), Bob Matias—Equity (Columbus, OH), Michael McCarty—The Simon Group (Indianapolis, IN), Chris Palmer—The Palmer Company (Oklahoma City), Jim Pye—Famous Footwear (Hoffman Estates, IL), Carol Schillne—Craig Realty Group (Phoenix, AZ)