



THE POINT GUARD

A quarterly publication for the Supporters of Zephyr Point

September 30, 2009

Dear Donors,

One of my favorite fishing stories is about the man who kept bringing in a locker full of fish when others on the lake brought in none. The other fishermen became suspicious and challenged the local game warden to go fishing with the lucky angler. When they got settled on the lake, the warden noticed that the fisherman had no poles - just a big tackle box and net. The warden asked, "What kind of lure do you use?" "Oh, I use dynamite lures", he responded; and with that he took a stick of dynamite out of the tackle box, lit it, and tossed it into the lake. In the aftermath of the explosion, dozens of fish floated on the surface of the water. "I'm going to have to arrest you", responded the warden. Without batting an eye the excited angler pulled out another stick, lit it, handed to the warden and said, "Are you going to talk, or fish?"

Even though the fisherman's lure was illegal, it was effective. This past summer I watched anglers on Lake Tahoe comparing notes on what lure was working best for that day. Fishermen are constantly evaluating the strategic changes they can make to be more alluring to a fish. At Zephyr Point, we have also been evaluating how we can be more alluring to people. We have a new marketing plan that is designed to attract more guests to our grounds. Soon you will see new advertising pieces and an updated web site to draw people to Zephyr Point. We have also adopted a new motto that we believe captures the allure of Zephyr Point, that simply states, "Come up for Air". Over the years people have been lured to Zephyr Point by fresh air to breathe and tranquility to absorb. Through these efforts and others, we are positioning Zephyr Point to be even more effective in drawing individuals to this special place where God can speak to them.

When Jesus was pressed by an eager crowd of listeners on the banks of the Sea of Galilee He changed His strategy (see Luke 5). Instead of teaching on the bank, He borrowed a boat from Simon, pushed away from shore and addressed the crowd from the water. Jesus repositioned Himself so He could be more effective. In a world that is crying out for an encounter with the Prince of Peace, we must do the same. Please continue to pray for Zephyr Point as we reposition this ministry to be more effective.

Sincerely in Christ,

Bedford Holmes

Executive Director

News from Zephyr Point

The Uncharted Passage - *The Zephyr Point Autumn Banquet*

There is still room for you to attend Zephyr Point's first annual Autumn Banquet, Sunday, October 18, 2009 at 5:30 p.m. There are major channels of opportunity that Zephyr Point has never investigated and I need your help as we explore and chart the future. Call us today to reserve your spot at this important event.

Summer Report:

There is an old saying, "if your work speaks for itself – don't interrupt". So here are some quotes from Zephyr Point guests attesting to the fine job the staff did this summer:

"We so enjoyed our stay at Zephyr Point and we're leaving tomorrow feeling refreshed and renewed and ready to be back doing that which the Lord has called us to do. We're thankful for the staff in the way they care for this facility, the healthy meals prepared and the welcoming feeling we've received."

Don Pope, Synod of the Pacific

"The kitchen staff is to be commended not only for delicious food but their many little kindnesses to our campers- i.e. getting trays, smiling, jokes, remembering names, or what someone can't eat... little things but they mean a lot."

Carol Moore, Camp Care Nevada

"I wish to express my appreciation for the lovely accommodations in such a serene and scenic setting. Your rooms and grounds are well kept and clean, the staff courteous ... a perfect retreat destination!"

Teresa Larson, Grace Community Church

"Thank you for letting us enjoy your beautiful facility. It was a great weekend and God's presence was truly felt."

Denny Homes, Church on the Hill

Zephyr Prayer Needs

Pray as we launch new marketing efforts in the community – that God would bless and multiply our work as we make people aware of this special ministry.

Continue to pray for our staff as we evaluate this year's programs and plan for improvements for next year – that God would give us wisdom and creativity on how we can better serve our guests.

Pray for our funding needs as we come to the close of our fiscal year. We are running behind in undesignated giving as of the end of August– about \$5,000. Pray about making a generous donation today.