

JULY BOOK REVIEW Continued

Some of what I have written may sound common-place to people who have walked the Christian way for many years. But there is something unique and compelling in the way Slaughter tells it translated through his own experience and testimony.

And there are so many interesting illustrations and anecdotes from his distinguished and faithful ministry that make this book shine. I was particularly taken, for example, in Slaughter's recollection, as a young aspiring new minister, to have been taken under the wing of a group of Christian CEOs whose aim was to help young pastors strengthen their gifts by learning from these leaders. The encounter with an executive from Harley-Davidson was particularly enjoyable to read:

Then we went to Harley-Davidson, the number-one motorcycle company in the world. . . I found our time with Harley-Davidson particularly interesting, as I learned from one of their top executives that Harley-Davidson isn't really selling motorcycles; it is selling identity. The executive explained that the profit margins on motorcycles are slim. What Harley really makes a bundle on are clothing, drinking glasses, and pool tables.

He [the executive] then taught us the theology of tattoos. He said to make sure to notice people's tattoos because people put on their bodies the things that are most important to them—in other words, what's at the top of their ladder. He said, "You'll notice that no one in the world goes around with a Honda tattoo." Suddenly, I began to see the genius of Harley in selling identity. I looked at people's tattoos at the gym when I worked out. What were their identities? I saw Ohio State tattoos. I saw Cleveland Browns and Cincinnati Bengals tattoos. I even saw Woody Woodpecker. Later, I bought a Harley motorcycle. I purchased some Harley clothing, too, but it's not my identity.

Our response to God's calling can be often much like Jacob's--- punctuated with many 'ifs' and 'buts':

"If God is with me and protects me on this trip I'm taking and gives me bread to eat and clothes to wear, and I return safely to my father's household, then the LORD will be my God. This stone that I've set up as a sacred pillar will be God's house, and of everything you give me I will give a tenth back to you." (Gen. 28 vv. 20-22)

But Mike Slaughter is settled and firm in the conviction that if we will but give God some opportunity, He will overcome our objections and reveal to us an amazing and life giving birthright.