

14th Annual SUTL Banquet Truly in the Land of "Ah's"

Dorothy was there (red shoes and all) and the Tin Man (formerly an actual Iron Man, Lincoln Murdoch). So were the Lion, the Scarecrow and the original movie with Dorothy singing "Somewhere Over the Rainbow" being played on the screen. His Honor, the Mayor of Munchkinville, with the Good Fairy of the West, also graced the event. Over 400 guests were greeted by four mature Munchkins (Dan and Peggy Claxton/Mark and Janet Sedlacek).

In perhaps the most gala banquet of them all, the joy and camaraderie of this event seemed to outdo all the rest! (Do we say that every year?) The testimony of Lishu Yin, our Chinese translator for *Life God's Way*, was inspiring. Lishu, a Ph.D., teaching at Columbia International University in Columbia, South Carolina, told of her conversion during her student days and the remarkable conversion of her two medical doctor parents in their later years after hard-core opposition to Christianity. The answer to prayer came after years of faithful intercession.



SUTL App. It will be interactive, with fun/serious graphics, sounds, music and voices. It will be formatted as a safari through a jungle. The five steps of Unconcerned, Concerned, Convicted, Repentance and Saving Faith are depicted as castles to which the traveler is invited. The opening, street-tested question is, "What are you living for?" and has five choices. Also, later there are optional venues for Catholics, Protestants, Jews, Muslims, Hindus and Atheists. Answers are invited for ten introductory questions leading to a graphic safari and culminating in an uncompromising gospel and biblical Christ.

For those reading this article, we must realize that fewer and fewer people read hard copy, while millions use digital tools as the instrument of choice for communication and information.

Enter the SUTL App. Game-like, graphically-arresting, it perfectly fits the under-forty-crowd but will appeal to all with even minimum computer skills.

It is not inexpensive. Graphics will cost \$90,000 and coding (software development) is \$80,000. In God's kind providence, this has been supplied by a business. At our banquet, we met and passed our next goal of \$35,000 toward this project.

This SUTL App is not a weekend task. It will take about twelve months to complete and we have about five months to go. And when we are done, we will have an evangelistic tool that is at a professional level and fits our social-media culture. *Continued on Page 4...*



Top L-R: Pastor & Nancy Murdoch, Deb Reno, Lincoln Murdoch, Joey Timmerman, CJ VanMoorleghem

Bottom L-R: Mark Sedlacek, Peggy Claxton, Jan Sedlacek and Dan Claxton

Amidst the lightheartedness, a solid presentation of the truth and use of SUTL was given by Lincoln. But the highlight and major focus of the evening fell on the biggest venture SUTL has ever done – the building of a SUTL App.

Ray and Jan Dotzler own and direct Dotzler Creative Arts, a school and business for graphic design. He is the quarter-back for this project with Luke Isaacson, Taylor Foster and Elmer Murdoch contributing. Ray explained to the audience the growth of the digital world in desktops, laptops, iPads and smart phones.

Into this world we will introduce a free, professional-level



The Birth of the Step Up to Life App

I sat with some college students a few months ago and held up a Step Up To Life English booklet. I said, “Guys, this little booklet is going to die if you don’t pick it up and begin using it.”

They replied respectfully, “We don’t read that material.”

“Ok,” I said, “suppose we can reduce it from 16 pages to four with a lot of graphics?”

“We still wouldn’t read it” they said.

“Well what do you read?” I asked. They held up their smart phones.

“If you give us an App, we will use it and if you give us a business card for the App, we will give it out and say, ‘Hey dude, check out this App!’”

That settled it. Our talk was over and I knew we had to have an app. I didn’t even know for sure what an app was, only that for SUTL to continue and grow, it must be in app form. At our next business meeting, the board members voted to move ahead.

Hold the iPhone, do you know what this means? No, I didn’t but God did. He would provide the team and resources to make this happen.

The Facts About Digital Media

The spread of digital tools, desktops, laptops, iPads and (smart) phones is reflected in these statistics: In 2013, over 75% of US households have a PC, however worldwide PC sales have dropped as consumers buy tablets and smartphones. Currently there are more mobile devices sold than PCs. The average person's smartphone has more computing power than some of the room-sized mainframes of the 60's that cost tens of thousands of dollars (in 1960's dollars). Over a billion smartphones were in use in 2012. This is expected to double in 2015. It is projected that a billion mobile devices will be sold in 2013. Also, 58% of all US consumers already own a smartphone. 62% of mobile users are 25-34 years old. There were 1.2 billion people using mobile Apps at the end of 2012. It’s estimated that 4.4 billion users will be using Apps at the end of 2017.

Ray Dotzler: Q&A About the SUTL App

1. **What is an App?** Short for application, an App is software that runs on the internet, computer, tablet, or smartphone. The term App is commonly used to describe software that runs on mobile devices.

2. **Why are they so widely used?** Mainly because of its portability. Imagine having all of your desktop's computer capability in the palm of your hand available to you anywhere you go. Here are some very popular things Apps allow you to do; travel with maps using GPS location, listen to music or watch videos, TV, or movies, get current news, read books or magazines, find restaurants as you travel, play games, get email and text messaging your friends, shoot photography and video, search the internet, buy stuff online, etc. The top 3 things that people use Apps on mobile devices are 1) texting and emailing, 2) internet browsing and 3) playing games.

3. **What is a powerpoint and how does it become an App?** Powerpoint is NOT used to produce Apps. Powerpoint made by Microsoft is a software program designed to create presentations. I used the Powerpoint program to make my presentation at the SUTL banquet. Most instructors use Powerpoint to create visuals when teaching their students.

4. **The SUTL App will have many graphics. How many pictures/slides do you anticipate will be needed?** About 50 animated scenes and 150 text/copy slides.

5. **You said that one of these pictures on the App could take an artist as long as seven full-work days to make. Why so much work?** Here are the many steps needed to make one animated jungle scene; 1) research the internet to find reference items, 2) draw thumbnails sketches, 3) after review and approval select the details and draw in pencil the complete jungle scene actual size, 4) research the internet to find additional items, 5) using Adobe Illustrator build vector shapes of the scene, 6) add textures and details

in Adobe Photoshop to the items in the scene - like adding skin on the bones, 7) design the animated elements to make the scene interactive in order to find the hidden message, 8) build the items in "layers" so these items can be animated, 9) code the "layers" to the base scene to create the desired cause and effect movement and interaction. After all of this work is done for each scene, then assemble the scenes together and program a complete game-like App. Then the working App is sent to Apple to be included in their iTunes database, so anyone with an Apple smartphone or tablet can download it from anywhere in the world. Later the App will be programmed for Android's smartphones and tablets so the App can be downloaded from Google Play.

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"expressInstall.swf");
</script>
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body
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background-color: #1a1a1a;
font: .8em/1.2em verdana,arial,Helvetica,sans-serif;
text-align: center;
}
#media
{
margin-top: 48px;
}
#noUpdate
{
margin: 0 auto;
font-family:Arial, Helvetica, sans-serif;
font-size: x-small;
color: #cccccc;
text-align: left;
width: 210px;
height: 200px;
padding: 48px;
}
</style>
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A sample of programming coding

6. You talk about coding to produce an App, explain that. Since an App is a software program, you need a trained software developer to code the visuals in the App in order to make it function. It's very similar to making a website which takes a lot of programming/coding.

7. How do you see an App furthering the gospel? What are the pluses? **Every English-speaking Christian Church and organization in the world with internet capabilities can use this App free and distribute it free.** Any user can send this free App to their friends as easily as sending a text message. Our target audience, ages 18-35 love to play free games. This App being game-like will be enticing to them and to all adults. It can be downloaded free by any of the millions of Apple's desktops, iPads, iPhones and iPod users anywhere in the world. In the near future the App will also be available on Google Play for Android smartphones and tablets. **The App will then be available to a combined market of more than a billion people.** You can't get this kind of usage or distribution in anything printed.

8. Will we be able to know how many times this App has been downloaded? Or had hits? Visits? Yes.

9. Will we be able to tell what country/area they came from? Yes.

Make the App Happen!



Ray and Jan Dotzler with storyboards of the SUTL App at the banquet.

We invite you to give a year-end gift toward our \$20,000 matching grant. Donations will be counted from December 1st, through January 7th, 2014, and will go toward the App and related items. After the App is available on iTunes for Apple's mobile devices, we estimate \$5-10,000 to have the App available on Google Play for Android devices.

Also, we need to update our website after many years of unchanged use. A "Cadillac" App cannot direct users to a "Model T" website. The approximate cost for this update is \$3-5,000.

Tax deductible gifts credited for 2013 giving, must be postmarked by midnight, December 31st.

14th Annual SUTL Banquet Truly in the Land of "Ah's" continued...

It is game-like but not a game and can be sent to almost any place English is spoken and there is digital equipment. This tool is as important as the first printed copy of SUTL in 1973.

Yes, there are millions overseas (particularly in India and Africa) who still want the printed booklets. We will continue to supply them. But even there and in all places, the digital world is an incoming tide. SUTL will be there riding the tide. You will be there also because, together, we will send it to people all over the world. And they will do the same, propelling it into the future.



Top L-R: Rik Smith, Kris Gustafson, Mark Gustafson, Pastor Dick Dugan
Bottom L-R: Wanda Smith and Lynn Jones

Banquet Theme Song Lyrics

In a "once-in-my-lifetime" experience, I was thinking and meditating on our upcoming banquet and the theme song that is a signature in the movie, "THE WIZARD OF OZ." I wanted new words suited to our banquet and the purpose of getting our printed evangelistic material out to those who don't know the Lord.

Words began to come to my mind, easily and clearly. I wrote the whole poem in a few minutes, hardly without stopping. A few tweaks were made later, but this is it.

*Our own "Dorothy" (Deb Reno) sang the following words to the tune of "Somewhere Over the Rainbow." People have asked for a copy, so here it is. **If this is of any interest or inspiration to anyone, then we thank the Lord, the source of all blessing!***



*Somewhere people are waiting, just to hear
That the sins that enslave them, can truly lose their fear.*

*Loving, searching and waiting, brings no light,
Till the Song that will free them comes from the Truth so bright.*

*(Rapid Cadence)
They're waiting now while we sit here
They do not know that God is near,
His Son to save them.*

*But we can send and give and go,
To let them read that they may know
God's love to show them.*

*(Tune: Somewhere over the Rainbow...)
Christ's Death and Resurrection bought it all,
Pardon, life eternal for those who heed the call.*

*(Rapid Cadence)
So bow now no longer wait, consider your eternal fate,
And give Him all now.*

*(Tune: Somewhere over the Rainbow...)
Let this be your moment, why delay?
Say, "O Lord, **You're my Savior, You are the only Way.**"*

Ray and Jan Dotzler

The first time I met Ray and Jan (Wright) Dotzler, they were sitting in my office and planning on getting married. I was uneasy, bordering on suspicion regarding Ray. He would probably take Jan, a new and well-born Christian, to another church when she was really "ours." And how mature was he in his new-found faith? This was an unpropitious beginning of a wonderful relationship as friends and co-workers in the gospel enterprise of Jesus Christ.



Both of them have worked for years developing the artwork for the many versions of SUTL in adult and children's editions. This literature is still being used and in high demand particularly in India and Africa. And now, Ray is our quarterback for the app project.

This task could take approximately twelve months. It is very demanding, exciting and has the prospect of reaching more people than we ever could have imagined. While Ray and staff labor on the graphics, Luke Isaacson, Taylor Foster and I work on copy.

Who Does Our Banquets? Gary and Sue, That's Who!

For many of you who have been attending our SUTL banquet for years, you may have wondered who developed the themes for this event. Well, it basically comes from Gary Koenig, our Public Relations man and board member of 15 years and his wife, Sue, who specializes in special event planning.

But, we have to go back further. Gary lived at the bottom of my hill for 18 years. This was before I even knew him. Then, believe it or not, he attended Trinity church (now Lifegate) when we assembled in Roncalli High School from 1975 – 1979. And then, if that were not enough, he was the first convert we had while meeting there. So God was building a relationship before either one of us even knew it. Then add to this that when Gary used to drive past our house, he used to think to himself, "I'd like to get to know Pastor better." In a large church, this is not always possible but that was his thought.

Then, the SUTL ministry began to develop. I knew Gary was in public relations, advertising, and marketing, so I went to him for help and counsel. And that was the beginning. He became a friend, worker, editor, board member and promoter of SUTL. When we recorded the SUTL video professionally at KMTV-3, he was the producer of a four-hour tape with a live audience, plenty of props and role-playing couples. Today, that videotape is now on DVD.



When it comes to banquets, Gary and Sue bring to the board each year a theme, "WIZARD OF OZ," "INDIANA JONES," "AROUND THE WORLD IN 80 DAYS," etc. We approve and tweak it but the lights, audio/video, props, decorations, centerpieces and all business arrangements with the hotel are theirs.

Sue, his wife, is a faithful and creative partner with him...a great duo. Gary has now overseen fourteen of these events. The first had 45 people and we served a light buffet. So, if you have ever walked into one of our recent banquets and said, "Wow," you know who made you do it.

The Wisdom of God

14TH ANNUAL STEP UP TO LIFE BANQUET



The Good Fairy (**Nancy Murdoch**) and Mayor of Munchkinville (**Pastor**)



Rick Waymire & Family Front L-R: Ben, Nathan, Adam, and Cassie
Back L-R: Nathan, Julie, and Rick



R: Toto (aka **Winston**) and Dorothy's red slippers



L: Dorothy (**Deb Reno**) & Toto



R: **Jennifer Murdoch** and Tinman (**Lincoln Murdoch**)