

Lincoln Murdoch Appointed New Director of SUTL

On September 7th, Lincoln Murdoch will take over responsibilities as Director of Step Up To Life Ministries. The present Director, Elmer Murdoch, will become Associate Director. The Board, in a three-year search, approached one person. But after extensive discussions, neither party felt it was God's will. Lincoln has served as Assistant Director for three years while also being Lead Pastor for All Nations Church in Omaha.



Pastor Murdoch has stated, "I'm not looking to give someone a job. I'm looking for someone who has an anointing and sees the truth and use of SUTL in his heart. I told Lincoln long ago, 'I have no expectations of your carrying

on 'my' work. You have your own work from the Lord. This (SUTL) is God's work and, in time, He will provide a successor Himself.'"

Pastor Murdoch wanted a successor while he was able and prepared to continue ministry. He also wanted a replacement while his "dream team" of volunteers was all in place and functioning well. This would be the perfect time for a change.

After searching and discussing possible candidates at a board meeting, the chairman said, "I don't know why we keep on looking. The man we need is sitting right here, Lincoln Murdoch." His name had not been mentioned before. No action was taken but a seed was planted and now has come to fruition.

Lincoln has his own qualifications and experience (see his article). This is not a father appointing his son to a position. Senior Murdoch is not being forced out. He, himself, initiated the search for someone to succeed him. He will continue doing what he has done in this ministry. Lincoln's plans and goals for the expansion of SUTL are listed in his article. Much of it ties in with our groundbreaking, new tool...our SUTL app... "Life is a Jungle."

Welcome aboard, Lincoln, we have been waiting for you.

Adding New Director Requires Faith and Finances

Adding Lincoln Murdoch as our new Director, was not an item in our budget. However, it is now. He will develop new material for seminars, train SUTL "champions" overseas, continue an already strong relationship with the Fellowship of Christian Athletes, at both the local and national levels and develop contacts with local churches. Lincoln winning a U.S. National Championship Gold Medal in Triathlon and getting sixth in the world provides him with a platform to the endurance sports world. Experience as a youth pastor, worship leader, missionary pastor, church planter, and Lead Pastor enables him to relate to churches and pastors here and overseas. His extensive travel to other countries has given him knowledge and understanding to work with missionaries and national leaders.

To establish this ministry, we are looking at two years for strategizing, travel and material development for expanding our base. We will require \$200K, above our present budget, which will provide for this new and exciting season. Will you join us on this "team?"



Pastor Lincoln teaching a group in Tijuana, Mexico.



You Are Invited to the 2014 SUTL App Rollout!

You are invited to attend the 2014 Step Up To Life App Rollout at the Marriott Regency in Omaha on Friday, September 12th from 5:00 to 8:00PM. There will be duplicate presentations at 6:00 PM and 7:00 PM. Heavy hors d'oeuvres and refreshments will be served.

Bring your tablets and smart phones to download the App, "LIFE'S A JUNGLE." Send it to your friends!

This app took over 7,000 professional hours plus hundreds of non-professional hours to produce. Over fourteen months have been spent on this project so far.



The new "Life's a Jungle" app icon and a screenshot from the game.

What Will the App Do For SUTL?

It will give us:

- ▶ A gospel tool that is fully contemporary and fully Christian with repentance and the Lordship of Christ.
- ▶ A digital "game" that will entice seekers to play through the whole presentation.
- ▶ A presentation you can send to anyone with a digital device (Smartphone, Ipad, Android, etc.).
- ▶ A tool that welcomes Hindus, Catholics, Protestants, Atheists, Muslims and Jews to consider our field-tested question, "What Are You Living For?" Then lets them choose the answer. This is not an "in your face" approach. It's a "what's in your heart" approach.

What Will the App Do For You?

It will give you a tool to send to all your friends as a video "game" yet shares the gospel in a most inviting way. You can literally send this around the world and we hope you will.

*Win An iPad Mini Tablet!



You could win an iPad Mini Tablet! A GRAND PRIZE drawing will be held at 7:00 PM. All entrants must have submitted their name and e-mail address to register. Need not be present to win. Any missing information at registration will disqualify the entrant.

Alaska Fly Fishing Outreach #1: Fishers of Men by Doug & Joyce Steel

Whenever we go down to the Russian River to do our Fly Fishing Outreach, Joyce and I always think of Luke 5:1-11, where Jesus told Peter, James and John not to be afraid, but from now on you will be fishing for men. The three of them left everything and followed Jesus.

Some of the verses prior to this also got our attention when Peter and all those who were with him were astonished when they saw their big catch of fish.

Today we were astonished watching the Holy Spirit at work as He got the attention

of those that were given the Step Up To Life bookmark with a Russian River Fly attached to it.

*Our message was not in plausible words of wisdom but in demonstration of the Spirit and of power.
1 Corinthians 2:4*



Thank you all for praying. Your prayers watered the seed that was planted on good soil and a record 168 bookmarks were gladly received today. This shattered the old fishing outreach record of 112. Praise God for He is the One who gives the increase. Your prayers were effective.

Fly Fishing Outreach cont'd on insert...

Stepping Up...And Into The Next Season by *Lincoln Murdoch*

God ordained that there would be four seasons in nature, obviously more prominent in certain areas of the globe than others. Here in Nebraska we get all four for sure. In the same way, there are seasons in our lives and sometimes in our ministries. In January the Lord began to speak to Jen and me about a change of season that He had for us. Long story short, in September, I'll be stepping down from my role of Lead Pastor at All Nations Church Omaha and stepping into the role of Director of Step Up To Life.

I've served on the SUTL Board for about 10 years. The Lord has also blessed me with a wide variety of roles and experiences in ministry over the last 33 years, starting with working as the "gopher" (Go for...) for the janitors at Trinity church (among other things) the summer of 1980. After graduating from seminary in '82, I enjoyed eight wonderful years at Trinity (now LifeGate) as a youth pastor, followed by ten years as a missions pastor. During that decade I was able to travel to over 30 nations and observe the Lord's work around the world. I met the most amazing people, serving and living in some of the toughest places any believers could live.

In 2000 we moved to Phoenix to work with a network of churches interested in reaching the least-reached, ethnic people groups on the planet. It was a joy to travel to a number of these churches that represented many denominations, to work with, preach to, and coach them while observing their passion to go to the ends of the earth. At the same time, in the early 2000s, the Lord clearly led us to plant All Nations Church Phoenix and then moved us back to Omaha to repeat that process January of 2009. Planting and serving these two congregations has been a wonderful privilege for us.



Ministry in Kenya

As we look to the future, vision fills our hearts. I believe that the Lord has given us all our previous experiences as preparation for this new season of leading Step Up To Life. I plan to develop teaching/training seminars to train believers in the use of SUTL and take them to churches, ministries, schools, etc., utilizing cutting edge communication technology while trusting the Lord to bring revelation to those listening. We have open doors around the world and champions in many nations asking us to come and

train them and their leaders. I'll assist in the distribution of the new SUTL app, oversee the volunteer staff and be involved in SUTL outreaches in Nebraska. We shall also be at major sporting events around the country and coordinate the distribution of the booklet which is now in 50 languages. Our specialty booklets (baseball, soccer, running, hunting, etc.) provide us with massive opportunities to sow seeds of truth, and like good farmers, we plan on doing a whole lot of sowing!



Lincoln and Chris Anderson of FCA Endurance at the Step Up To Life / FCA Endurance Expo Booth in Des Moines

These are just a few aspects of the vision for the new season before us. While our home church remains All Nations and while I'll be volunteering there as the missions coordinator, we look forward to stepping into the new, full-time role at SUTL. It will be an honor and privilege to see the work started by my father carried on for many more years. Thank you for your prayerful interest in SUTL to this point. We need it now more than ever. Let us know if you have any questions. We look forward to connecting with you as we see the glorious gospel that our Lord died for, taken to millions in the years ahead.



Lincoln & Ty Schenzel at the SUTL Banquet



Step Up To Life: Future Development, Future Projects and Goals

1. Train and teach SUTL with newly developed presentations, seminars and sermons

- ▶ Develop training materials that are fast-moving, interesting and relevant
- ▶ Develop seminars for single session opportunities up to multi-day opportunities

2. Promote the training materials to churches, Christian ministries, Christian schools, Bible schools, Christian colleges/universities, sports ministries, missions organizations, etc.

- ▶ Look to teach and train SUTL wherever doors open among the organizations above and among existing organizations/churches who have ordered from us or shown an interest in SUTL
- ▶ Develop a marketing plan and implement it with cutting-edge marketing tools

3. Create a financial development plan that will sustain and fuel SUTL for many years to come.

Cultivate relationships with new, potential supporters and deepen relationships with those currently involved with financial support

4. Develop an expanded prayer strategy to support SUTL in prayer.

Utilize social media, email, Staircase/Footsteps, Facebook, Twitter, etc., to share prayer needs and to give current updates on the work

5. Plan regularly scheduled trips to visit international champions and to teach SUTL.

- ▶ One "closer" trip per year (Alaska, Latin America) and one longer trip (Africa, Europe, Asia) per year
- ▶ Do training for our international champions and their top leaders
- ▶ Explore new opportunities to meet potential SUTL champions and new potential languages in which to print SUTL



"Looking to the Future"

6. Oversee the development of the new SUTL App and the spreading of this new tool.

Develop a strategic plan on how to spread the new app

7. Prayerfully look at potential new specialty tracts – Medical, military, sports, etc.

8. Expand "Distribution Outreaches."

Continue current outreaches such as the Lincoln Marathon and the College World Series and look to include more believers in the Omaha metro area in these and new event outreaches

9. Look to grow the staff as needed, adding another paid staff member in 2016/2017

10. Due to Lincoln's involvement in running and triathlons, look to have a presence at numerous races both locally/regionally and at larger events such as US Nationals, Boston Marathon, etc.

11. Look to have Lincoln speak as many places as possible so he can promote and sell SUTL tracts and products.

Youth retreats, men's events, camps, banquets, church services, sports settings, etc., are all possibilities.



Alaska Fly Fishing Outreach by Doug & Joyce Steel (continued)

Our Special Gift Giveaway

Joyce and I took a new fishing hat and a pro angler fly tying kit to give away. We were praying for just the right person/persons to receive these gifts.



Here they are! From left to right are Johnny, James and Tony. These guys are Laotians. It was a lot of fun building a good relationship with these three. We shared the bookmark with them and watched the Holy Spirit go right to work with conviction. They were interested in why we were doing this, so Joyce shared Luke 5:1-11 with them. What a blessing and how much fun they were!

Answered Prayers

Friday, Joyce was not feeling well. She called me to pray because she wanted to be able to go to the outreach. I went home and anointed her with oil and along with all your prayers, in two hours she was healed. Rejoice with us! Then it rained all the way down to Cooper Landing. We prayed that it would not be raining at the outreach area. Guess what? We had a few sprinkles, but it held off raining until we were finished.

The parking lots were packed with cars. Even the parking areas on the highway were full. We had to wait forty five minutes before we got to the booth to pay for our parking. While waiting in line, Joyce got out of the car and started handing out the bookmarks to the fishermen by the river. I prayed for her protection and God's anointing - and she handed out 65 bookmarks before I made it to a parking place.

I also got out of the car and began to hand out bookmarks - 23 of them to the drivers in line. So before we started the outreach, we had already handed out 88. Praise the Lord!

A Family's Gift



This family from Anchorage was giving their daddy a special Father's Day fishing gift for the weekend. The Lord also got their attention when I shared the steps with them. They were all hungry to hear what I was saying.

I couldn't help but think of Acts 16:31: "*Believe in the Lord Jesus Christ, and you will be saved, you and your household.*" I am praying and believing for this family's salvation. They also had fun picking out their favorite fly to fish with.

Expanding the Outreach

Joyce gave a bookmark and fly to a fisherman from New York. He asked permission to take this idea back to New York and his church. You never know the encouragement you are to other Christians when you are sharing the Gospel. This kind of witnessing is God's idea - and we joyfully pass it on!

