



Special Highlights:

- Conference Work shops
- Atkins Diet
- Choosing a Mortgage Lender
- Life Insurance Needs
- A Woman in Business

Upcoming Events:



- Conference & Trade Fair –
Saturday November 13, 2004
- Marketplace Network Forum
Presents
John Brandon
a leader at Apple, Inc.
Friday, September 17, 2004
7:15 AM
Newton Marriott in
Newton, MA

Cost: \$30.00

Contact: Chris Chiambalero
(617) 227-4226 or email:
info@marketplace-network.org.

Marketplace Forums are bi-monthly breakfast meetings sponsored by Marketplace Network where seasoned business and professional leaders share their experiences and benefits of applying faith in their work. Business executives, marketplace workers, and pastors alike will find this an exciting opportunity to learn, network, and enjoy fellowship with others.

Please contact CEDA regarding upcoming Christian financial focused events. We will, in turn list them in our newsletter

Message from the Executive Director

We are delighted to present to you our 2nd **CEDA Light Christian Economic Newsletter**. Our goal is to keep you updated regarding issues impacting CEDA (Christian Economic Development Association) along with other issues,

particularly those that are financially focused.

The following is a brief update of some of these items. We encourage your feedback. Our continued prayer is that this newsletter will be an instrument that helps you achieve success –

God's way. I encourage your success with the following scripture found in **3 John 2**: *"Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth".*

Jesse Jeter –
Executive Director

Job Opportunities

Are you in need of a job? Are you aware of an organization that has a job opportunity? Since May 2004 we have started posting job opportunities on our web page. For more information

regarding current job opportunities we encourage you to visit our web site at www.cedaministry.org If you are aware of a job opening that you would like to post on our web page

please call us at 617-287-CEDA (2332) or email us at ceda@cedaministry.org. Employers, this is a great avenue to find employees who are likely to share your company's core values!

Maintaining Integrity in Business

Christians should walk in integrity¹ (defined by the Oxford English Dictionary as uprightness, honesty, and sincerity), consistently embodying the character of Jesus. We usually expect this, but not always. Some believers regularly demonstrate integrity and others regularly fail. Failures come in all sizes. Many of humanity's worst episodes involved the cooperation of people claiming to be Christians (e.g. Nazi holocaust, American slavery). Believers also fall prey to mundane problems like cheating on taxes, stealing office supplies, or not following through on commitments. *Whether big or small, our failures often fulfill Paul's words: "God's name is blasphemed among the Gentiles because of you" (Rom 2:24 NIV).*

Jesus calls us to be salt and light² in the world - preserving those around us from "spoiling" spiritually, and revealing God's truth to them. To do this, you need to assess your alignment with God's Word. It's not enough to do this every now and then – you need to regularly and prayerfully examine yourself³, preferably with the help of an accountability group of like-minded believers. You need a mature believer in your life who can mentor you spiritually. You also need to recognize your gifts and understand how God wants to use you.

The Bible tells us to aim for perfection⁵, but we always need God's mercy and grace. Fortunately they are both abundant and sufficient for us⁶, especially when we are faithful and fervent in prayer⁷.

Disciplined prayer helps you to transcend, through God's grace, your natural limitations. Your accountability group and your mentor can help you put all of this into practice.

Finally, God doesn't want you to be a museum piece on a shelf. He wants you to be actively involved in the world. He wants to use your integrity to get the attention of those who don't know Him as you extend His love and mercy to a lost and dying world. ■

For More Information:
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CEDA 2004 Conference Workshops

The following are the 2004 CEDA Conference workshops that will be available for **FREE!**

- **Home Ownership** Creative Strategies for Buying Your New Home
- **Personal Finance** From Bad Credit to Wealth Building
- **Teens & Business** Strategies to Help Teenagers become Business Owners
- **Ministry** The Dos & Don'ts of Ministering in the Workplace
- **Entrepreneurship** Starting Your Own Business

We encourage you to go to our web page www.cedaministry.org and obtain more information on each workshop at our upcoming Conference & Trade Fair to be

held on November 13, 2004. Please spread the word to young people regarding our recently added workshop entitled "Teens & Business". Register as soon as possible

for the particular workshop you would like to attend. Seating is limited!



Is the "Atkins Diet" for me?

Hmmm..... Where should we start? How about starting with the often times misunderstood use and definition of the word "diet". According to Webster's Dictionary the word diet is defined as **1.** Food and drink habitually consumed. **2.** A regulated selection of medically prescribed foods. Whether it's called the South Beach, Revere Beach, Virginia Beach, Atkins, Ratkins or Smatkins Diet, it's still a diet. A diet is something most fitness professionals refer to as a temporary or incremental step towards adopting a life-long healthy eating lifestyle. As with anything worth achieving in life, there's a **price** and **cost** associated with attaining a certain goal. Let's examine the Atkins diet by presenting some fundamental elements every dieter should be informed of. Remember, price vs. cost. Basically the Atkins diet promotes a daily eating regimen of proteins, fats (good and bad),

and an extremely low (if any at all) amount of starch based carbohydrates for consumption.

Let's review some nutrient facts.

Protein: Protein is the most plentiful substance in the body with the exception of water. It is crucial for maintaining good health and vitality. It's the main source for building and rebuilding muscles, skin, hair, blood and internal organs, including the heart and brain. This is a good thing!

Fats: Some fats are good and some are bad. The Atkins diet recommends eating high amounts of both. This could prove disastrous for individuals with already elevated levels of cholesterol or high blood pressure. Fats can become toxic in the body when carbohydrates and water are absent from the diet. Not such a good thing! **Carbohydrates:** Carbs are the chief source of energy for ALL body functions and muscular exertion (work, exercise, kids, etc.). Carbs also help in

regulating protein and fat metabolism. Fats require carbs for breakdown within the liver.

People typically equate weight loss with fat loss, which can be misleading. Weight loss, which *is* what the Atkins diet produces, does not necessarily mean a decrease in body fat. One known fact is that the body will eventually face lethargy (*drowsiness or decrease in energy*) due to a lack of carbohydrate consumption. Is this a **cost** you are willing to pay for the **price** of losing a few pounds? If your answer is "yes" then proceed in a fashion with which all diets should be approached - with caution and awareness. A diet is a temporary, quick fix before maturing into a more "**balanced eating lifestyle**" that promotes total health and well being the way God intends it to be. ■

Joe Sumrell

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Choosing a Mortgage Lender

Where you get a home loan could affect your finances and even your credit rating for years, so it's important to know as much as possible about your lender. Below are some questions to help choose among the many lenders.

Is this a direct lender? A direct lender funds the loan, making decisions about your eligibility and the terms of the loan. A direct lender also coordinates required services, such as credit verification and home appraisal.

Is the lender experienced? Many lenders

are new to the mortgage industry. Home lending is complex, with many federal and state regulations. An inexperienced lender can face delays and problems in closing loans. Make sure the company has a proven record.

Is the company financially stable? Read

their annual reports, quarterly financial reports and business reviews and articles.

Is the organization trustworthy?

Research the company's reputation, including a call to the Better Business Bureau. Be suspicious of very low interest rates, promises to lend to anybody or high fees to apply for a loan. (continued)

Can you reach a loan expert?

Borrowers often have difficulty reaching representatives who can help them. You need prompt and reliable answers to your questions about the loan, the application and any papers you'll sign during closing.

What services are available after you get your loan? If the lender services your loan (collects your payments and provides escrow and tax information), find out if it offers convenient service hours, e-mail access and online customer service (free electronic payment, online account statements and online escrow reports).

Your Life Insurance Needs

You are aware it is important to have enough **life insurance** coverage to handle the financial contingencies that may affect your family in the event of your death. Determining the necessary amount of life insurance can be complicated. One general rule used is you should have enough life insurance to equal five to seven times your annual salary. However, to be more specific, you may want to determine the "right" amount of life insurance coverage with a careful "**Needs Analysis.**" This approach incorporates an evaluation of a family's most important financial obligations and goals. This includes insurance coverage to help address:

- **Mortgage Debt** - Sufficient to help pay the remaining mortgage(s) on your home and other properties
- **College Expenses - Life insurance** proceeds large enough to help cover

What are the actual loan costs? It can be difficult to compare loans, in part because so many types are available:

- Fixed-rate conforming loans
- Fixed-rate jumbo loans
- Conforming adjustable rate mortgages or ARMs
- Jumbo ARMs
- Hybrid ARMs with a fixed rate period of several years before the rate adjusts

The type of loan, whether it's government backed (FHA or VA), the term (typically 10, 15, 20 or 30 years), and whether there is a penalty for pre-payment all affect the interest rate. The interest rate is only part

of a loan's cost, along with application or processing fees, charges that make up "closing costs" and any "points" or fees paid to buy down the interest rate.

- **Continuing Income for Your Family** - The amount of income you will need to help provide for your surviving spouse and dependents will vary according to your assets and other financial resources.
- **Estate Taxes** - Life insurance is an effective method for establishing liquidity to both pay estate taxes and maximize asset transfers to future generations.

• **Existing Resources** - If your current assets and retirement plan benefits are inadequate to cover your needs and obligations, the different needs may be funded with life insurance.

There are many factors to consider when completing a Needs Analysis. In addition to the areas already mentioned, some other areas you might want to address are:

of a loan's cost, along with application or processing fees, charges that make up "closing costs" and any "points" or fees paid to buy down the interest rate. Lenders often have different names for the same fees, making it even harder to compare loans. Make sure the lender thoroughly explains all the loan costs. ■

Mark Ian Coleman is a Mortgage Banker for Countrywide Home Loans, a leader in residential finance and the largest direct lender. Mark is ready to assist customers at 617-803-5678 or online at <http://www.countrywide.dorado.com/markcoleman>.

Mark Ian Coleman
Mortgage Banker

- Social Security - how much - how long?
- "Inflation-proof" your family income.
- Surviving spouse's earning potential.
- Use life insurance to supplement retirement income.
- Structure your estate to reduce the impact of estate taxes.
- Assets your family should retain for future growth possibilities or sentiment.

As you develop an insurance strategy, remember to analyze your existing policies. Calculate the coverage you may need based on your family's financial obligations and any other resources. Remember, having the proper life insurance coverage can play a major role in any family's financial protection. ■

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Women in Business – Know Your Challenges; Grow Your Business



Darlene Jeter, President

Jet-A-Way is a waste disposal and recycling company that has operated in the Roxbury section of Boston for 35 years. My late husband Eddie Jeter founded the company in 1969.

We shared responsibilities as well as ownership of the company until his passing in 1991. Since then I have been

asked often what are the challenges I face and deal with as a female president and owner of a waste disposal and recycling company – a very male dominated industry. I would like to share some of those challenges I encountered while maintaining and growing my business.

The country was experiencing a recession in the early '90s. When I became president of the company even Jet-A-Way's employees doubted my ability to maintain and grow the business. Many had known me for years and had seen me working in the office. Nevertheless, they

felt it was my late husband who was the sole "leader". They believed the company needed a man's hand to continue to operate. The advisors with whom I had worked for many years questioned my decision to keep the company. At times even I wondered if I had made the right decision. I often thought that I should sell Jet-A-Way rather than deal with the daily challenges I faced. For example, salesmen, suppliers and tradesmen would look in utter disbelief when I introduced myself as the company president. I could often feel the looks of amazement and doubt when I attended (**continued**)

business functions with male managers.

Nevertheless, I was undaunted despite these challenges. I knew I had a business to run and set out to do just that. In an effort to maintain the company's profitability, I had to implement several cost cutting measures. For example, we moved our offices to our operating site thereby saving several thousand dollars each year. In addition, many vendors were replaced because of our increased emphasis on competitive pricing. Jet-A-Way developed a business plan to keep us firmly focused on increasing our profits, decreasing expenses and keeping employee morale high. I developed strong business relationships with financial institutions, an attorney and an accountant to ensure Jet-A-Way remained a financially healthy business within Roxbury. I knew that maintaining Jet-A-Way's profitability would create more opportunities for employment as an investment in the larger Boston business

community. Equally important, I wanted to preserve the legacy of my late husband and honor the sacrifices he made in founding the company.

I have learned first hand that the business world has its prejudices in accepting and believing that a woman – particularly a woman of color – can survive and be successful in any industry. The waste disposal and recycling industry is no different. To be a female owner within this industry is almost unheard of. I want to be a role model so that any woman can know she too can be successful in *any* industry she chooses. We must stay focused and believe in ourselves. Over the last 13 years I have developed 6 lessons that have helped me and continue to guide me through the challenges I face as a business woman:

1. Learn and know as much as possible about your chosen field. Understand that learning about your business will be an ongoing process.

2. Build strong business relationships so that you can get the support you will need.
3. Help your employees be successful in their positions. They will know and see your strength and will support and help you grow your business as a result. Always find time to listen to their suggestions and complaints.
4. Learn how to be firm but fair. This can be one of the greatest challenges when dealing with people problems.
5. Take time to think through problems before making a decision that can affect the health and welfare of your company. Try not to make decisions based on emotions.
6. Do not allow people's prejudice and negative thinking to affect your emotions. Stay focused on your goals. ■

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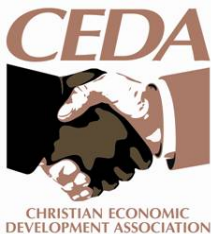
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The Christian Economic Development Association Inc. (CEDA) is a multicultural, multi-racial, interdenominational, faith based economic development ministry. We believe that God has "called" us to foster economic development through spiritual growth for Christians and non-Christians alike.

It is our mission to educate the public on financial concepts, particularly to encourage individuals to gain knowledge and self-assurance in their own economic acumen. We recognize that through an understanding of the word of God, and by encouraging faith and belief in a spiritual calling, individuals can find the confidence and motivation to strive for and attain both personal and financial success.

*Together we can make a
difference for*

His Kingdom's glory...

Visit us on the Web!

www.cedaministry.org