Veteran Principal to Retire from WWVA

John Deming, longtime Northwest Adventist educator, announced last week his intention to retire at the end of the current school year as principal of Walla Walla Valley Academy (WWVA) in College Place, Wash. Deming and his wife intend to stay in the Walla Walla Valley where he has served as WWVA principal since 1992. “We have been wonderfully blessed by our years of association with the students, parents, faculty, trustees and church members,” says Deming. Larry Marsh, Upper Columbia Conference vice president for education, will be working with the academy board to select a replacement.

Religious Liberty a Northwest Priority

As Adventist members go about their weekly routines, Northwest Religious Liberty Association (NRLA) leaders continue to speak out on important issues of religious liberty. Last week, Greg Hamilton, NRLA president, and George Sova, pastor and new NRLA vice president for Idaho, met with the top Senators and House leaders at the Idaho Legislature in Boise. Hamilton (left) and Sova (right) are pictured here with Idaho State Senator Grant Ipsen. In other recent activity, Steve Evenson, pastor and NRLA vice president for Alaska, testified before a House special committee on education regarding issues of government-funded scholarships and private schools. Evenson is also performing chaplain duties this week in the House of Representatives. Read more about NRLA activities HERE.

Winter Storms Challenge Northwest Broadcasters

Looking Ahead

January
26: March Ad/Article Deadline

February
2–4: WWU University Days
2–4: Awesome God Tour Concerts
4: WWU ’Total Praise: A Festival of Choirs’
11: Lents (Ore.) Church Centennial
23: April Ad/Article Deadline

March
11: SAGE (Wash.) St. Patrick’s Banquet
22: May Ad/Article Deadline

April
13–15: NW Prison Ministry Retreat
19: June Ad/Article Deadline
26–29: ASI NW Convention

May
17: July Ad/Article Deadline
17–20: NPUC Regional Convocation
18–20: Tillamook (Ore.) Adv. School Alumni Weekend

GLEANER Blogs

- Cheri Corder
Adventist radio station, KACS, broadcasting at 90.5FM from Chehalis, Wash., was temporarily knocked off the air last week due to the snow and ice that blanketed much of the area. One listener was so concerned he and his wife came to the studios to pray with station personnel. KACS is looking for donors to help fund a backup generator so the station transmitter can stay on the air during future storm emergencies. Another Adventist station, KSOH in Port Townsend, Wash., was temporarily off the air when its ice-covered antenna shifted in heavy wind. Station personnel braved ice and snow-covered roads to reach the transmitter (pictured here) to make repairs. Keep our Adventist broadcasters in prayer as they seek to let neither rain, nor sleet, nor snow prevent them from sharing the Good News.

**New Church Fundraising Book Available**

Adventist churches have a new resource available as they consider building, purchasing or enlarging a facility of worship or church school. *Successful Fundraising: A Guide for Local Churches* has just been published by Philanthropic Services for Institutions (PSI), a department of the North American Division. Pastors and leaders involved in such projects will also benefit by coupling the book’s advice by consulting with a PSI professional. For more information, contact PSI by email HERE. The newly published book may be purchased through AdventSource HERE, or by calling 800-328-0525.

**Alaska Airlines to Discontinue Scripture Cards**

A 30-year tradition will end Feb. 1 on Alaska Airlines flights — small cards included on meal trays with a short Scripture text. Most passengers will not notice the change, since meals are now only served in first class and other special categories. Although many travelers expressed their appreciation for the cards, airline executives decided to stop the practice due to continued complaints from some who felt the religious sentiments had no place on airplanes. Read more online HERE.

**Cindy’s Garden Blog**

They taught their children success was NEVER final. Who was this famous tithe-payer? See Cindy’s Garden blog this week to find out.
OMG! Alaska Airlines discontinues controversial prayer cards

A collection of Alaska Airlines prayer cards, which will be discontinued on Feb. 1, 2012.

By Harriet Baskas, msnbc.com contributor

In a memo sent to its frequent fliers Wednesday, Alaska Airlines announced that the prayer cards it has been providing to passengers on meal trays for the past 30 years will be discontinued as of Feb. 1.
“A former marketing executive borrowed the idea from another airline and introduced the cards to our passengers in the late 1970s to differentiate our service,” the memo written by the company’s chairman and president explained.

But airline spokesperson Bobbie Egan told msnbc.com that over the years the airline has received letters and e-mails from customers for and against the card. Last fall the company decided to stop distributing the cards because, Egan said, “We believe it’s the right thing to do in order to respect the diverse religious beliefs and cultural attitudes of all our customers and employees.”

Meal tray service in the coach class ended six years ago, so the prayer cards have been provided only to passengers in the first class cabin. MVP Gold flier Roz Schatman gets the cards on her meal tray quite often. “In the spirit of diversity, I find them offensive,” she said.

The Alaska Airline statement said that while some passengers enjoyed the cards, reactions like Schatman’s were not unusual.

“…[W]e’ve heard from many of you who believe religion is inappropriate on an airplane, and some are offended when we hand out the cards. Religious beliefs are deeply personal and sharing them with others is an individual choice.”

“It always seemed odd to me,” said George Hobica of the consumer travel website Airfarewatchdog.com. “Flying on a wing and prayer? I don’t think those two go together.”

J. Willard ‘Bill’ Marriott - Tithe-payer

Pictured here is J. Willard 'Bill' Marriott in front of the hospitality chain which bears his name. Picture from Marriott on the Move at Marriott.Blogs.Com.
He was born to a poor Mormon sheepherder. By age 14, his father trusted him to move sheep between states, and complete tasks daunting to even grown men. Like most Latter-day Saint (LDS) males, he went on a mission. When he returned home, he found his family entirely bankrupt. Quickly, he assessed his only window out of poverty was education. But he had missed so much school, hadn’t earned a high-school diploma, and lacked tuition. By sheer wit, he talked his way into community college and agreed to teach theology classes in exchange for tuition.

He Talked His Way into College

J. Willard “Bill” Marriott then transferred to the University of Utah, and worked his way through college selling woolen underwear to lumberjacks. His marketing was simple: Locate the two “meanest-looking” lumberjacks, dare them to tear the cloth apart; if they couldn’t, they had to buy it. Always, the strategy worked.

Nearing graduation, Marriott became mesmerized by A&W root-beer stands. Soon flashbacks of his time traveling through hot, muggy Washington, D.C., while on mission came to mind. “So on May 20, 1927 — the day Charles Lindbergh launched his transatlantic flight — Marriott launched a nine-stool, root-beer stand in the nation’s capitol.”

Summer heat brought booming business; winter cold halted soda sales. Marriott and his new bride, Alice Sheets, stood to lose everything. What’s more they couldn’t afford to take the winter off like other stand owners did.

Relying on wits again, Marriott boarded a train and traveled to beg Roy Allen (the A in A&W) for permission to change his menu. (“Hot eats/cool treats” weren’t yet the norm.) Simultaneously, Mrs. Marriott befriended the cooks at the nearby Mexican embassy and they loaned her their recipe for spicy tamales.

Rather than yank their shingle down in failure, the two Marriotts reworked the franchise, forming a new display sign and served up “warm” foods with root-beer. By day they watched stand, by night they washed syrupy nickels and took them to the bank.

No Detail Too Small

Sloppy at nothing, no detail too small, Marriott watched his holdings from dawn till dusk. Employee uniforms were starched and regulated — down to one’s stockings. Equipment was turned upside-down and inspected. Over 300 menu items were scrupulously prepared and monitored. One day Marriott asked for oatmeal and was told his store was out of the item. “Oatmeal is not negotiable!” he told the employee, since it was clearly promised on the menu. An early Marriott trademark depicts a uniformed serviceman, in full sprint ready to serve.

Quickly, one store became two, then three, then four… Before long, the hard-working Mormons were running a “small empire” of Hot Shoppe drive-ins despite the Great Depression around them.

One day an airline passenger stopped at the Hot Shoppe to buy a boxed lunch before flight. Quick-witted again, Marriott began boxing up lunches for travelers. This spotted “gap” in the food market caused him to diversify his food niche within airline catering, cafeterias, and institutional food service. Later at the insistence of his son, Marriott hesitantly entered the hotel industry — the hospitality chain which today bears his name.

“Upon his death in 1985, one month short of his 85th birthday, his company had more than 1,400 restaurants and 143 hotels and resorts around the world, which together earned revenues in excess of $4.5 billion.” Marriott is an international chain today. Additionally, the top-end Ritz-Carlton Hotels are a subsidiary of Marriott International.

Growing up Marriott

But it is said the Marriotts did not take their success for granted. They taught their children success was NEVER final. In Spirit to Serve: Marriott’s Way, J. Willard Marriott Jr. cites “growing up Marriott” meant while doing a job — any job — “perfection was one notch below the desired result.” Marriott principles were exacting. The younger Marriott remembers polishing his father’s Sunday shoes for hours in order to pass “grueling inspections.” Marriott expected from himself, his employees, and others the highest of standards.
Four principles he lived by were: 1) clean living; 2) hard work and prayer; 3) staying out of debt; and 4) the golden rule. He also believed if he took care of employees, they would take care of customers and the money would take care of itself. His paternalistic policies are studied models of business schools today. These classes always underscore Marriott’s “impossibly” high standards and his relentless attention to details.

The driving belief of this former sheepherder from Utah “to stick with any job until it is done right,” is cited today as the ‘recipe’ for taking “a small nine-stool root-beer stand in 1927 … [and turning it] into one of the largest hospitality hotel chains and food services companies in the world.”2

Sources:


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