



Re: Joining Jeff Myers for *Wisdom Trek*, an unforgettable, life-changing three days of encouragement to prepare you for mentoring and coaching the next generation—October 4-6, 2006. Go to <http://www.myersinstitute.com/wisdomtrek> for more information.

Dear friend,

Ask any athletic coach what it takes to build a winning team, and you'll usually get a well-thought-out reply. Winning coaches are focused individuals who master the process of recruiting, skill-building and teamwork from beginning to end.

At the Myers Institute we believe that schools, churches and businesses ought to *at least* apply the same energy to training the next generation of culture-shaping leaders that athletic coaches apply to cultivating winning teams. We've seen what can happen when they do—the transformation that takes place when they begin purposefully identifying and cultivating the next generation of culture-shaping leaders.

For the last three years our *Wisdom Trek* retreat has helped business people, teachers, pastors and parents “leap the canyon” and begin creating the change they so desperately seek. At *Wisdom Trek* you'll learn how to streamline your organization for equipping the next generation of culture-shaping leaders. Through times of instruction, personal coaching, team work, and solitude, you'll develop a focused plan for developing leaders for eternal impact. Our coaches will even work with you *after* the event to help you implement your plan.

Those who've attended a *Wisdom Trek* experience say, “It's not a matter of choosing to come, it's a matter of choosing *when* to be here!” Why? Because the most important thing one generation can do is to train the next generation, and *Wisdom Trek* is a proven way to rejuvenate your vision, refresh your calling, and equip you to have a fruitful impact. Please visit our website at <http://www.myersinstitute.com/wisdomtrek> to find out more, or continue reading to find out how God can use the *Wisdom Trek* experience in your life.

The Two Biggest Barriers That Would Prevent You From Coming to *Wisdom Trek*

The biggest barriers to taking three days to plan for equipping culture-shaping leaders are *time* and *attention*. “I hope to get to it *someday*,” you think, “but right now I'm overwhelmed by everyday tasks. *Someday* I'll take time to really develop a compelling vision that will give new inspiration and determination to our whole team... ..*someday*.”

That “someday” has arrived. I encourage you to make plans *today* to attend *Wisdom Trek*. Carving out three days may be one of the hardest things you do this year, but what is the

alternative? You know in your heart that the techniques and strategies that have gotten your organization to its current level will not get it where it needs to go.

At *Wisdom Trek* you'll craft your vision and learn how to articulate it. How is this possible? We don't begin with a set of pre-programmed solutions. We begin with your personal gifts, your opportunities, and the unique mission of your organization. From there we apply biblical principles of transformation to help you focus on what it will take to bring genuine change to your organization.

Wisdom Trek isn't just a series of lectures, though past participants describe the instruction times as incredibly powerful (go to <http://www.myersinstitute.com/wisdomtrek> and click on "Testimonials"). At *Wisdom Trek* you'll also have the benefit of working with trained coaches who have been through this process of transformation. They will listen to you, ask questions and suggest strategies that could very well give you the breakthrough you need.

In the words of Sharon Brown of Park Christian School in Moorhead, Minnesota:

You will not want to miss what God has planned for you at Wisdom Trek. You may have tried to plan and chart and organize your business or your ministry before, but how about your personal life? This was so helpful to get beyond all the activities and to affirm who I am in Christ and what He wants me to do for Him.... I am excited about what God will do in our Christian school and where our students will be ten years from now because I learned how to input more effectively into their lives.

We don't have the luxury of *not* passing the baton to the next generation; the only question is whether our influence will be positive or negative. Would you like to break through the barriers that stand in the way of a generational legacy?

That's the kind of impact *Wisdom Trek* prepares you to have. Go to <http://www.myersinstitute.com/wisdomtrek> to find out how, or continue reading to discover eight ways *Wisdom Trek* equips you to discover and live out your God-given design.

Eight ways *Wisdom Trek* helps you achieve breakthroughs

How can a three-day program possibly have such a profound impact on your life? It's not just any one thing, but a combination of factors, such as:

- 1. Pre-work:** when you sign-up for *Wisdom Trek*, you receive a 24-page Life Impact Guide to identify your God-given design and dream about the influence you can have on others.
- 2. Coaching:** experienced coaches assist you in identifying and reaching your most significant life goals.
- 3. Training:** through a series of interactive lectures, you'll gain insights to help you personally equip the next generation and transform your organization so that it develops culture-shaping leaders by the very way it operates.

4. Affirmation: encouraging teaching, memorable times of solitude, personal coaching, and team-building experiences—help you see your own potential—and that of your organization—from *God's* perspective.

5. Caring: the WinShape Retreat's spiritually-nourishing retreat center nestled in the north Georgia mountains features plush rooms, delicious meals and other amenities to help restore body and soul.

6. Edification: guided team discussions give participants the opportunity to refresh and encourage each other. As you *give* what you are hoping to *get*, you'll find this to be one of the most uplifting and energizing aspects of the whole event.

7. Prayer: Our intercessors pray for you 24-hours-a-day during the event. Feel the cares of everyday life melt away as you embrace God's awesome Kingdom-building plan.

8. Follow-up: *Wisdom Trek* event is the starting-point of a life-long process of transformation. As part of your tuition, you'll receive post-conference coaching from one of our trained life coaches.

What past attendees (Wisdom Trekkers) say about the impact of *Wisdom Trek*

Wisdom Trek is my most personal and intensive event. I'll walk with you for three days, along with other coaches and intercessors, challenging you and encouraging you as you break through personal and professional barriers to a more satisfying, influential life.

Does *Wisdom Trek* really make a difference? Here's what folks have said about the program:

"Be ready to be challenged personally and professionally regarding God's call on your life. Be ready to think deeply and widely about how your gifts and talents should be used in your organization. And be ready to face the spiritual barriers which are holding you back from living all-out for Christ in your family or business." Joe Austin, Delaware County Christian School, Newtown Square, Pennsylvania

"I am going home from Wisdom Trek with excitement and relief—looking forward to the future. This was different than any conference or retreat I've been involved in. I feel that I have broken through barriers that I've been banging against for a long time." Nancy Anderson, Des Moines Christian School, Des Moines, Iowa

"I first decided to come to Wisdom Trek to be equipped for implementing a student mentoring initiative at my school. What I found was a godly source for leadership, vision, and personal development. While going through Wisdom Trek the Lord has given me insight into His plan and where I need to devote my time and energy." Tor Benestad, Rincon Valley Christian School, Santa Rosa, California

"Wisdom Trek has been a breakthrough experience for me personally and professionally. It has moved me forward in understanding myself as a leader, removing obstacles I have

faced, and shown me specific ways to cultivate and equip the next generation to grown in leadership.” Beth Cook, Heritage Academy, Gainesville, Georgia

“Be prepared for a life-changing experience. You will be equipped with tools to apply in your ministry, business and family. Jeff will not provide you a cookie-cutter approach; instead, he will provide principles and challenge you to seek God’s wisdom and guidance. In the process you’ll develop a specific action plan that you can, with God’s grace and power, implement effectively to His glory.” Keener Fry, Covenant School, Barboursville, West Virginia

I hope you’ll take a few moments to go to <http://www.myersinstitute.com/wisdomtrek> and read the other testimonials. To better serve you, we’ve posted the evaluation comments from everyone who attended and gave us permission to share their thoughts.

It’s time for *your* breakthrough!

Of course, there are many obstacles that will interfere with your getting to *Wisdom Trek*. Linda Hanawalt, a homeschool mom from Houston, Texas, said, “Financially it didn’t make sense to attend and this is an extremely busy time of year in my husband’s business. How could we really afford to do this? We now realize that we could not afford to stay home. The information was God-empowered and invaluable!”

I recommend that at least two people come from each organization, and that spouses attend together. One participant said, “We experienced such breakthroughs in our understanding of each other, our hopes and dreams. *Wisdom Trek* is a sneaky marriage retreat!”

Ready to get started? Sign up on-line at <http://www.myersinstitute.com> or call me at 1-423-570-1000. Please act now. We have space for a few dozen people and we expect the event to fill up quickly.

Sincerely,



Jeff Myers, Ph.D., President

P.S. Building into the lives of those who can carry your legacy into the future—that’s the key to meaning and fulfillment in life. *Wisdom Trek* is not just an event—it’s the starting point of a thrilling adventure to equip you for deeper and broader impact. I hope you’ll join me at the *WinShape Retreat* for an unforgettable, inspiring three days! Go to <http://www.myersinstitute.com> for more.

P.P.S Here are the logistics

- **Dates:** Wednesday morning at 10 am, October 4, 2006, concluding October 6, 2006 after 1 pm.
- **Promotional information:** we have produced a print-out color brochure for you to share with others. Go to <http://www.myersinstitute.com/wisdomtrek/flyer.pdf>
- **Facility:** *Wisdom Trek* is held at the WinShape Retreat in Rome, Georgia. For more information and directions, go to www.winshapemarriage.org/place.html
- **Application:** You may register on-line at or download an application at <http://www.myersinstitute.com/wisdomtrek>. Or, you may receive an application by e-mailing cynthia@myersinstitute.com or calling 423-570-1000.
- **Tuition:** \$450 per person, \$100 per spouse, \$350 per additional team member from your organization (school, church, group, etc.). Tuition includes all lectures, notebook, CDs of all lecture sessions, team coaching, personalized coaching after the event, bonfires, snacks, access to all facilities including exercise room and bicycles. Scholarships are not available for this event, but we encourage you to check with your employer to see if some or all of the cost can be reimbursed as a personal training expense. You may sign up on-line with a credit card at <http://www.myersinstitute.com/wisdomtrek>
- **Lodging:** Accommodations are first-class rooms with king-size beds (comparable to a high-end hotel). Room rates for lodging range from \$88.48 per night for a first-floor room to \$110.88 per night for a deluxe second-floor room. Only a limited number of rooms are available. Reserve rooms on-line with a credit card at <http://www.myersinstitute.com/wisdomtrek>. Group cabins may be available for approximately \$25 per person per night (e-mail Cynthia@myersinstitute.com or call 423-570-1000 for more information). Local hotels in Rome, GA are available for overflow. The Country Inn and Suites, about a 20-minute drive from the conference site, is a nice hotel. The website is <http://www.countryinns.com/rome>
- **Meals:** Meal packages are available for \$95.95 which includes seven meals from Wednesday morning to Friday noon lunch, and all snacks and drinks. You may reserve a meal package on-line at <http://www.myersinstitute.com/wisdomtrek>
- **Transportation:** WinShape is about an hour and a half from the Atlanta Hartsfield-Jackson International Airport (ATL). Shuttle service is available for \$40 per person each way. Please make arrangements with Shuttletran at 800-556-5466.
- **Directions:** Driving directions will be sent to you once your registration is received or you may go to http://www.winshapemarriage.org/place_map.html
- **CEUs:** Persons attending all sessions will be eligible for three CEUs from the Association of Christian Schools International (two CEUs are professional and one is in Bible).

- **Additional books and materials:** We will have a bookstore of helpful Myers Institute resources at conference discount prices.
- **Free time activities:** WinShape retreat features walking trails and exercise facilities.
- **Schedule:**

2006 Wisdom Trek Schedule

Wednesday, October 4 – Arrival Day

9:00 – 10:00	Continental breakfast
10:00-10:30	Introduction
10:30 – 12:00	Meeting—Achieving breakthroughs
12:00 – 1:00	Lunch
1:00 – 3:00	Meeting—Leveraging your gifts for influence
3:00 – 3:30	Check in
3:30 – 5:30	Planning time, rest and recreation
5:30 – 6:30	Dinner
7:00 – 9:00	Meeting— Sparking life-transformation in young adults
9:00 – 10:00	Bonfire and coffee bar

Thursday, October 5

7:30 – 8:30	Breakfast
9:00 – 10:30	Meeting—Developing a leadership culture in your organization, Part I
10:30 – 12:00	Team coaching time
12:00 – 1:00	Lunch
1:00 – 2:00	Meeting—Developing a leadership culture in your organization, Part II
2:00 – 2:30	Break
2:30 – 4:00	Meeting—Communicating your vision
4:00 – 5:30	Planning time, rest and recreation
5:30 – 6:30	Dinner
7:00 – 9:00	Meeting—Equipping others for leader development
9:00 – 10:00	Bonfire and coffee bar

Friday, October 6 – Departure Day

7:30 – 8:30	Breakfast
9:00 – 10:00	Meeting—Wrap up planning process
10:00 – 10:30	Check out
10:30 – 12:00	Meeting—Final thoughts, pictures and prayer
12:00 – 1:00	Lunch
1:00	Depart