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## Cycledelic

by Jeff Fray

A couple of weeks ago I joined up with 120 hardened bikers for the [Chick-fil-A/Kyle Petty Charity Ride Across America](#). A nickel package of "Bad Form Riders" was assembled by Bubba Cathy to join this parade. Imagine a coast to coast ride from Washington State, through Oregon, through the mountains of Idaho, the high desert plains of Utah, across the Rockies, and on to the expansive plains of Kansas, down through the Ozarks of Arkansas, across the Mississippi into Tennessee and on to North Carolina. All at maximum speed with a police escort! No red lights and crowds enjoying the spectacle. If you like bikes you may enjoy the blog that I did on the ride at <http://jeffslifeadelicmusings.blogspot.com/>.



I was amazed at the beauty of our country as we passed through rapidly changing terrain, vegetation, smells, and local cultures. One ecosystem gave way to another in quick succession over the 3700 miles. Wow! At one point, feeling a little overwhelmed with the beauty of the landscape, I thought, "God you totally lost control of Yourself here." I love that God does not follow a "good enough" plan...He is outrageously extravagant in the design of life.



Have you been extravagant lately? Extravagant in expressing love, being generous, or even in thinking and dreaming? Here is my message...stay creative and think daring thoughts!

Here is a daring thought I had while alone in my helmet pelting across America: What if this was a "Ride for Marriage" and our mission was to impact the cities we passed through? What if the cities we rode into had a team of marriage and family champions waiting for us and our mission was to stand alongside of them with the big message "grow strong marriages and families in

YOUR CITY." The Chick-fil-A operators would be partnered with this team to engage the whole community in support of the local marriage initiative. The local team would already have waged a campaign to raise money for the local effort with the commitment that we would match it when we arrive. Into town comes the spectacle of the ride, including featured celebrities, a big splash event and media coverage. We ride out of town having left behind a clear message, a big check, and new friends.

What big ideas have you had? We'd love to hear them! We have set up a virtual idea box for you to drop your big ideas into. Send your big idea email to [abigidea@marriagecomission.com](mailto:abigidea@marriagecomission.com). Maybe together we can bring some big ideas to life!

*Jeff Fray is the Chairman of the National Steering Committee of the Marriage CoMission.*

## Sector Convergence: Business as Unusual Conference

The Business as Unusual Conference is a unique opportunity for several Marriage CoMission Sectors to link arms. The Church, Corporate and Community sectors are working together to bring this dynamic event to WinShape Retreat on August 16-18.

The Business as Unusual curriculum was developed by the [Center for Relational Leadership \(CRL\)](#) team from Austin, Texas, and draws upon cutting edge Gallup research on employee engagement and customer loyalty. The CRL Team, founded by Dr. David Ferguson, who serves with our Church Sector, has been conducting Business as Unusual trainings in the U.S. and overseas for several years with great results. A group of pastors recently approached CRL about a way they could bless the business leaders in their congregations with practical tools that would equip them to be more profitable. After discussing the Business as Unusual material with them, this group got excited about the opportunity to learn with their business friends and provide a real benefit to them. This training will help business leaders explore some key principles of relational health and ways to sustain dynamic relationships for long-term profitability.

Brian McCoy, President and CEO of McCoy's Building Supply, a Texas-based company with over 80 stores and \$600 million in annual sales, will be coming to share his experience. Mr. McCoy attributes his success to doing business differently:

***"Growing your business and differentiating your brand by building teams who genuinely care for each other (and for their clients and customers) is not for those in business to make a fast buck. It takes patience and a long-term commitment, but the results are fulfilling, lasting and financially profitable."***

We hope you can come - and we encourage you to invite corporate leaders from your community and to share this

opportunity with pastors. Spouses are welcome.  
It's a great opportunity for:

- Business leaders to learn more about building quality relationships with their customers and their internal teams to achieve greater profitability  
Pastors and business leaders in their congregations to build relationships
- City marriage initiative leaders to understand the business world better and how to operate their own organizations more successfully
- City marriage initiative leaders and business leaders to work together and develop deeper relationships
- Business leaders to learn how they can positively impact marriage and families in their community

Please see the [Business as Unusual brochure here](#). To register, visit [Business as Unusual Registration](#).

## First Things First University Webinar

For those working to build a grassroots community initiative to strengthen marriages and families, [First Things First University](#) is a great place to learn and be encouraged by experts and people in the trenches from around the country. On June 4, the Marriage CoMission will host a webinar to demonstrate the updated functionality and new features of First Things First University. You are invited to come and check out FTFU for the first time or learn how to maximize your membership! Please contact Andrea to register ([andrea@marriagecomission.com](mailto:andrea@marriagecomission.com)).

## Marriage & Family Foundation to Host Opening Reception at Smart Marriages

The [Marriage and Family Foundation](#) will be hosting the opening night reception at this year's [Smart Marriages Conference](#) in Orlando, Florida, on July 8. We would love to see you there!

## Upcoming Events

### First Things First University Training Webinar

June 4, 2-3pm EDT

To sign up, please email Andrea at [andrea@marriagecomission.com](mailto:andrea@marriagecomission.com)

### Fireproof Institute at Smart Marriages

July 8 and July 12 (Smart Marriages Conference, July 6-12)

[Please see the flyer here.](#)

### Corporate Working Group Conference Call

August 11, 12pm EDT

More details coming soon.

**Business as Unusual Conference**

WinShape Retreat, Rome, GA: August 16-18

[Please see the flyer here.](#)

If you have any questions or needs, please contact Andrea Lee at [andrea@marriagecomission.com](mailto:andrea@marriagecomission.com) or 404-775-8808.

Thanks!  
Marriage CoMission