



Point of View

Dear Marketplace Friend,

Somebody up there liked him. That was the headline on the **Life** section just one week ago, in **USA Today's** September 29th edition. The front sections were still trying to figure out who won in Mississippi the prior Friday (*the Obama- McCain debate*), and who lost on Sunday (*the "final" compromise in the Emergency Economic Stabilization Act of 2008*). While those mud-wrestling bouts were underway upfront, the Life pages - at least, 2.5 of 8 - were dedicated to the life of Paul Newman.

Stage a prime-time game show and ask a sweepstakes-question like, "For what role is Paul Newman most remembered?" If the contestant is under 30, the answer will probably have something to do with salad dressing. Whenever their mothers - or, grandmothers - sent them to the grocery store, the list was generic regarding most staples... BUT, their directives about salad dressings - and a few other select items - were brand-specific: "Newman's Own, please..."

Boomers remember him as a blue-eyed everyman, anchored into our cultural memory banks as Robert Redford's senior sidekick in ***Butch Cassidy and the Sundance Kid*** (1969). They teamed again in ***The Sting*** (1973), and a rest-of-lifetime friendship was made.



Paul Newman; dead at the age of 83. Redford said of him, "There is a point where feelings go beyond words. I have lost a real friend. My life - and, this country - is better for his being in it."

Newman's career made him famous, but his parallel-career made him fulfilled. After his son died of a drug overdose in 1978, his creative energies expanded from his acting to his leading. The Scott Newman Center for Drug Abuse Prevention was born, and continues to pursue its mission through education projects. Newman's Own was established in 1983 with a company motto that said it all: "*Shameless Exploitation in Pursuit of the Common Good.*" They aren't in the food business; they're in the philanthropy business - and selling stuff was the way they freed-up \$250 million to fund their kid-centered causes, most notably Newman's "Hole in the Wall" camps. Children with life-threatening illness had a place to go and be "normal," at Newman's expense.

The human solution to the heaven/hell dilemma is "good works, outweighing the bad." Using the culturally-correct calculus, Paul Newman was a "good guy," deserving the tip of God's hat as he left this life and arrived at the next. Are they right? Listen to Paul - the formerly-religious Saul - as he addresses that thought: *"But when the kindness and love of God our Savior appeared, he saved us, not because of righteous things we had done, but because of his mercy. He saved us through the washing of rebirth and renewal by the Holy Spirit, whom he poured out on us generously through Jesus Christ our Savior, so that, having been justified by his grace, we might become heirs having the hope of eternal life."* (Titus 3:4-7) Get that, one more time: *"Not because of righteous things we have done..."*

They're right: Somebody up there liked him. In fact, somebody up there loved him... so much, that he (Jesus) left heaven to come to earth to make eternal life available to Paul Newman, and to you, and to me. Newman had some friends who were friends of Jesus Christ as well, and I know he heard the Good News from them. The only question today, for Paul Newman: *Was he one of "Jesus' Own?"*

Bob Shank

Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).

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