



**“LET ALL THAT YOU DO,
BE DONE IN LOVE”**

1 Corinthians 16:14

MARK MCCUEN

LOL – Love Others Loudly

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About the Author ...

If you have ever had the privilege, and joy!, of watching someone grow and mature you will understand how I feel about my relationship with author Mark McCuen. We met several years ago at **One Church Scottsdale**, where I teach **Sunday University**, an adult Bible Study class. Though a Christian for 50 years plus, Mark was *Un-Churched*, *Un-Hymned*, and *Un-Bibled*. He knew that he Loved Jesus, but knew little about how that Love should be manifested.

Mark immersed himself in the Word of God and just couldn't get enough of it. He found he had been part of the situation found in **Hebrews 5:12** ^{CEV} – *"By now you should have been teachers, but once again you need to be taught the simplest things about what God has said. You need milk instead of solid food."*

Mark shared with me that as he delved into the scriptures it was as though his whole life unfolded before him in a completely new context. For the first time ever, not only did he know all of the "what," he was beginning to understand many of the "whys!"

From these self-discoveries, ***Love Others Loudly*** emerged. It is a compilation of the life events of a Christian who had no idea what being a Christian was all about. Mark had known, and recognized, the Blessings he had enjoyed as a Christian. He realized that he had even been living out many Christian principles, though he had no idea what those principles were. ***Love Others Loudly*** is a text that you will not only enjoy reading but will benefit from having done so as well!

Floyd Allen, Editor
MORGAN WYNN PUBLISHING



Mark & Kayleen McCuen

LOVE, THE GREATEST GIFT

"If I speak with the tongues
of men and of angels,
but do not have love,
I have become a noisy gong
or a clanging cymbal.

If I have the gift of prophecy,
and know all mysteries
and all knowledge;
and if I have all faith,
so as to remove mountains,
but do not have love,
I am nothing.

And if I give all my possessions
to feed the poor, and if I surrender
my body to be burned,
but do not have love,
it profits me nothing.

Love is patient, love is kind
and is not jealous; love does not brag
and is not arrogant,
does not act unbecomingly;
it does not seek its own,
is not provoked,
does not take into account a wrong
suffered, does not rejoice
in unrighteousness,
but rejoices with the truth;

(Love)

bears all things, believes all things,
hopes all things, endures all things.

Love never fails;
but if there are gifts of prophecy,
they will be done away;
if there are tongues, they will cease;
if there is knowledge,
it will be done away.

For we know in part
and we prophesy in part;
but when the perfect comes,
the partial will be done away.

When I was a child,
I used to speak like a child,
think like a child, reason like a child;
when I became a man,
I did away with childish things.

For now we see in a mirror dimly,
but then face to face;
now I know in part,
but then I will know fully
just as I also have been fully known.

But now faith, hope,
love, abide these three;
but the greatest of these is love."

1 Corinthians 13 ^{NAS}

LOVE GOD, LOVE PEOPLE!

IS LOVE ALL WE NEED? ...

In Christ we are taught to “Love One Another.” How does that work? It seems to be an impossible directive. When Jesus taught to love our neighbors as ourselves, did He really know about that guy that lives next door? How can we truly love ALL our neighbors? Certainly, there must be some people that God would give us a pass on. God must know my neighbor can be a jerk.

For those who don't follow Christ, doesn't society mandate us to be kind, to love each other? Love permeates our culture. It is in our music, those warm fuzzy TV commercials, and at the movies. It seems we are surrounded by a Love edict. Growing up in the sixties, my generation was nicknamed the “Love Generation,” where we declared love was free, and it was all we needed. We even dedicated an entire season to it: The “Summer of Love.” One of my favorite bands in the sixties, The Beatles, taught us that “All You Need is Love” and that love was the answer to most of the problems of the world. John Lennon's famous quote, “Love is the Answer. What was the Question?” said it all.

If we humans are so fixated on love, why is there so much hate and vitriol in the world? Sadly, even inside of our church communities, love seems to be idle, giving way to divisiveness, competition, and separation from others. Love has been examined, dissected, and philosophized about since the first human walked the planet. We have been taught there are multiple versions of love; variations based on language, psychological perception, and biblical interpretations.

PROLOGUE

Each explanation breaks love into multiple descriptions. Are we over-analyzing love into obscurity? The smaller the variant, the less significant each piece is.

Don't we work to "divide and conquer" most things that we don't understand or can't control?

Throughout my life, loving my fellow man has been the anchor in my relationships; personally, casually, and in my career. Not one love for this person, and another type of love for someone else. Instead, my goal was to always lead with unconditional love. That is, love without requirements, specifications, or expectations of reciprocation. Not always an easy path.

Love Others Loudly is the story of how love has always worked in my life and is still at the core of all my interactions with others. How leading with unconditional love guided my steps; keeping me focused on the needs of others and not myself. A path that took a high school dropout working twelve hours a day in a dirty warehouse in Des Moines, Iowa, to the senior management staff of a Fortune 500 company and beyond.

"God blesses us, not for ourselves,

... He blesses us so that we may bless others."

~Rowdy Van Horn, Pastor, One Church, Scottsdale

LOVE LOUDLY!

LOVE GOD & LOVE PEOPLE!

LOVE OTHERS LOUDLY SECTION

"SO LOVE THE LORD YOUR GOD
WITH ALL YOUR HEART,
SOUL, AND STRENGTH."

Deuteronomy 6:5

LOVE GOD FIRST!

LOVE GOD FIRST!

FOCUS

A POINT IN EVERY DIRECTION
IS POINT LESS ...

CHAPTER 2

"WITH ALL YOUR HEART
YOU MUST TRUST THE
LORD AND NOT YOUR
OWN JUDGMENT."

PROVERBS 3:5 CEV

Do Your Desires Consume You?

Why do we lose our direction ... our **Focus**?

It seems that we frequently lose sight of what is important in our lives. Often, we convince ourselves, rationalizing what we are fixated on, is the best thing, even when we know in our heart it will lead us astray.

Why do we do that?

We're human.

Focus

Decades ago, God and my career led me to the Publishing Industry, working with a small start-up in Philadelphia that was a cornerstone in the Desktop Publishing Revolution. We were engulfed in one of my first “Industry Disruptions.” Every day was a new adventure in how this new technology could, and would, obliterate technologies and entrenched practices. One of my favorite experiences during my career were the two weeks spent at the National Enquirer offices in Florida. My job? Interview everyone involved in the paper’s production ... from writers and editors to page compositors and color specialists. We even talked with the legal department that protected the paper from lawsuits. The experience was eye opening at so many levels. It set the stage for my unique understanding of the industry.

“FOCUS ON GIANTS
YOU STUMBLE.
FOCUS ON GOD
YOUR GIANTS TUMBLE.”

Max Lucado - Facing Your Giants

Cheeseburgers or Paradise?

In 1988, media mogul, Generoso Paul “Gene” Pope Jr., creator of the National Enquirer that we know today, had succumbed to a heart attack at the age of 61. After his death, his family sold the paper to a publisher in New York City that was one of our best customers. At our customer’s request, we were sent to prepare a proposal bringing the manually created paper into the Twentieth Century with automated publishing.

During my interviews with the Enquirer staff, there was story after story of their founder they lovingly referred to as Pope. By all accounts, Pope was a genius. Like most geniuses

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it has been my pleasure to know, he had some idiosyncrasies. For example, people told me that he had never made the internationally distributed newspaper a corporation, paying personal income tax on the multi-million-dollar company instead. When asked why he didn't just incorporate and save the potential millions of dollars in tax relief, he quipped, "*How many cheeseburgers can you eat?*" There was clearly no greed nor guile in his heart. His focus was not on the money, nor power. He had a vision and a passion that guided his steps while not seeing the lost money as a problem.

We humans are problem solvers. Whether you believe in God or not, the human history of solving problems has given our species a unique track record of accomplishment. Non-believers look at the invention of fire, the wheel, and the industrial revolution as huge milestones in the human quest to become the dominant species on the planet. On the other hand, people who believe in divine

For as he thinks
within himself,
so he is. He says
to you, "Eat and
drink!" But
his heart is
not with you.

Proverbs 23:7

creation, when asked, will typically point to God as the architect of all human innovation, even though believers can often be found patting themselves on the back for human progress, thinking, "*Look what we (or I) accomplished!*" After all, don't we often show our arrogance in how we treat our planet and other species? The cliché, "Holier Than Thou," always comes to mind. Whether it's a kid stepping on an ant hill or grown men betting on a dog or chicken fight. Our superior "haughty" view of the world is sometimes pitifully crystal clear. Still, we reason it away as a solution. Hitler even called the genocide of the holocaust the "Final Solution," while touting the Machiavellian concept, "*The end justifies the means!*"

Focus

In elementary school, my favorite subject was Native American culture. At the time, my studies focused on the Oglala tribe, and the rest of the Dakota Sioux Nation of the American Plains. The North Plains Nations spawned Sitting Bull, Crazy Horse, and Red Cloud – the leaders of a huge indigenous culture. These nations, against all odds, took on the invading armies of the east. While they were no match for the onslaught of man and machine that was bearing down on them, those primitive people put up such a valiant fight that their tactics are still talked about and taught in military schools today.

"LACK OF DIRECTION, ...
NOT LACK OF TIME, ...
IS THE PROBLEM.
WE ALL HAVE
TWENTY-FOUR-HOUR DAYS."

Zig Ziglar

Who was Savage?

In the same vein as William Wallace of “Braveheart” fame, the Oglala and Dakota Sioux were not fighting to hold onto wealth or belongings. They were fighting for their culture, their very existence. Regrettably, both were swallowed up by technologically advanced invaders. The supposedly enlightened invaders were focused on their civilization’s solution; that is, the complete dominance of their culture over all others. Any person or culture that got in their way was assimilated ... much like the haughty spirit of the child stepping on the ant hill. The invading forces didn’t understand that while they were acquiring more land and expanding their civilization, they were annihilating an entire culture.

LOVE GOD FIRST!

When God introduced me to the Oglala and Dakota Sioux while writing a book report about General George A. Custer and his defeat by the so-called savages, something wonderful happened. God showed me who these great people really were, and they were anything but savages. In relaying my newfound wisdom in class, the giggles began. Students and teachers alike would ridicule my comments, teaching me lessons that altered my life. Lessons that might warrant another story or perhaps even a book of their own.

At the core of my new understanding was a deep respect for the way of life enjoyed on the plains before the invasion from the east. Sure, indigenous plains living was void of luxuries, houses, furniture or ready-made clothing, but every individual in these tightly knit communities supported one another, unconditionally. Some were hunters and some made tents, while others served the tribe by whatever skill they were blessed with.

*Looking at them,
Jesus said,
"With people it
is impossible,
but not with God;
for all things are
possible with God."*

Mark 10:27

Being human, they were intelligent and had a very human violent side. The brutal tactics used in their protection were the foundation of all the "savage" stories propagated by the invaders. Why were they so savage? They were being invaded. For the most part, the stories in my studies talked more about protecting families and a way of life, than the unrestrained destruction and gruesome violence we learned about in school or at the movies. It was their way of life that attracted me to better understand who these "savages" were. Simply said, they were loving, kind people who always served one

Focus

another, and ALWAYS gave glory to their creator for the gifts provided to them. It seems we Christians could learn a thing or two from them.

Reading story after story of their love and respect for each other, and the unquestioning love and respect for their creator, drew me close to their way of life. Nothing was wasted, all life was sacred. When the hunters would bring home a Buffalo, every bit of the Buffalo was used for something. Meat to eat, tents and clothing made of hide, even cooking utensils and weapons were fashioned from Buffalo bone. In honor and respect of the “gift,” everything was used. Like my mom always said, “*Waste Not, Want Not!*” It was this culture that taught me to be a conservationist, full of love and respect for our beautiful planet, God’s gift to us all.

"TELL ME WHAT YOU EAT,
AND I WILL TELL YOU
WHAT YOU ARE."

Jean Anthelme Brillat-Savarin

The foundation of the culture was a populace that gave thanks for everything, from the sun rising and setting each day to the ground that they walked on. Initially, some were thankful for these new neighbors from the east. Well, until we taught them otherwise. You may be wondering why these great nations could not find victory over their oppressors. My belief is they were not fighting an oppressor, they were fighting for their sacred lifestyle. It wasn't important to them to hang on to property and belongings. Instead, their lives were dedicated to staying in harmony with their creator. Life and all the gifts of their world were cherished above any and

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all possessions. This led to compliance with their invaders, and eventually they were defeated and absorbed into western culture.

Not unlike the Israelites in scripture, some held onto their culture and passed it down through generations in folklore and storytelling. The culture is still understood and practiced and is seeing a renaissance. Today we see a proud people reclaiming their position from within the imperious capitalist culture that engulfed them. While most have lost their focus, the way of life is still alive. If Sitting Bull knew the culture endured, it would bring a smile to that stone-etched face.

You might be thinking, “*What does any of this have to do with cheeseburgers?*” Simply said, the eastern invaders were chasing cheeseburgers, and the great Native American cultures were seeking to protect their paradise.

*Seek the LORD
and His strength;
Seek His face
continually.*

1 Chronicles 16:11

Given a choice, wouldn't most of us choose quality of life over quantity of things? Would we give up our fast cars, smart phones and \$5 coffee for a blissful life, spending every day living in harmony with everyone and everything around us, while honoring our creator? Could we find joy? Regrettably, we are what we eat.

Would we choose cheeseburgers or paradise? We love our fast food! Paradise seems like a great idea, but is it fun? Can we get there **Right Now?!** Leaving our stomachs out of it for now, isn't what we focus on every day considered a consumption as well? If we spend all our time thinking about the next fast car, the next generation phone and the need for that expresso, isn't it consuming us? So often we hear, “As a man thinketh, so is he.” We believe the often-misquoted scripture

Focus

is all about changing our thinking, recreating our brain. It's not! The Bible teaches us over and over that we are consumed by what is in our heart, not our brain. It is our desire and what is in our heart that drives us.

You might be wondering, *"If living a blissful life means total annihilation by your enemies, no thanks."* Do you believe that if the Native Americans had only focused on their enemy and the destruction of their culture, they could have stopped it? Much like that "back-seat driver" screaming before a car wreck, the outcome was inevitable. As humans, we often believe we can control an outcome. As Christians we should know, as scripture tells us, with man, it is impossible; but with God, ALL things are possible.

"IS PRAYER YOUR STEERING WHEEL OR YOUR SPARE TIRE?"

Corrie ten Boom

It is in our personal prayers that we let go of our life and begin to trust God. As holocaust survivor, Corrie ten Boom, taught; *"We need to pray continually, in a never ceasing conversation with God."* It is in prayer that we are led to find love in all we do. An element of the Fruit of the Spirit is Love. Scripture shows us that it is not our job to make fruit. That's God's job! In prayer, with our eyes focused on God, following His will, we are blessed with the fruit as a gift. When we stop giving, we stop getting. Spreading the gift of love throughout the world through prayer and obedience will guide our every step.

It seems the hardest thing for humans to do is to let go of the things of this world, and, with unconditional faith, let God handle it. Like those native cultures that focused on their

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creator, and the blessings they were given. Shouldn't we keep our eyes, thoughts, and desires focused on our God? It is then, we will find the love, joy, and peace promised in His word.

Therefore we also, since we are surrounded by so great a cloud of witnesses, let us lay aside every weight, and the sin which so easily ensnares us, and let us run with endurance the race that is set before us, fixing our eyes on Jesus, the author and perfecter of faith, who for the joy set before Him endured the cross, despising the shame, and has sat down at the right hand of the throne of God.

Hebrews 12:1-2

Focus

"EVEN WHEN IT FEELS AS IF WE
ARE BEING CRUSHED BY EARTHLY
TROUBLES, WE CAN REMAIN
JOYFUL. IF WE KEEP OUR FOCUS
ON GOD, OUR SPIRIT
CANNOT BE TRAMPLED."

Mary C. Neal - To Heaven and Back

LOVE GOD FIRST!

LOVE IN ACTION

FOCUS ON GOD

If you're like me, your days are so full it seems that there is not enough time in the day. In today's fast paced world, we are confronted with one emergency after another. Spending our lives fighting fires everywhere we turn. There you are in the middle of a house burning down fighting the current fire. Someone runs in screaming, "There's a fire next door!" What do you do? If you leave the current fire, the house will go up in smoke. If you don't go next door, that house will be destroyed. Such is the life of a Fire Fighter. You are constrained to fight one fire at a time.

As an experienced firefighter, you might believe that you have it all under control. Reasoning it through, you go to the window and begin to spray the house next door, thinking, "Thank God for multitasking." Once the fire goes down next door, you turn your hose back to the house you're in. Problem is there is only one stream of water. Eventually, the fires will overcome you and your single stream of water. The parable of serving two masters tells us that we can only fully serve one. In this case, one fire at a time.

*For the mind set on
the flesh is death,
but the mind set
on the Spirit is
life and peace,*

Romans 8:6

What would a firefighter do in this situation? Call for reinforcements? Is that how you would solve the dilemma? After all, you are human, a true problem solver. What if your fire engulfs the entire city? Are there enough firefighters to take care of all the houses? Probably not. That is the problem with finite, man-driven resources; eventually they run out.

Focus

What if you could simply call up rain clouds and place one over every house? Why wouldn't you just do that? Problem solved ...

So many times, in the middle of a firestorm at home or at work, my dreams took me to those rain clouds; hoping they would drown my current problem. It took me most of my life to understand that was NOT my job. Instead of focusing on the solution rattling around in my brain, God has led me to give ALL to Him. Big, little and everything in between. There is nothing too big or too small for God. Scripture directs us to give it all to the one who created it all.

While we have no understanding of how to single-handedly, put out two fires at the same time, God does!

"WHEN TROUBLE COMES,
FOCUS ON GOD'S ABILITY
TO CARE FOR YOU."

Charles Stanley

LOVE GOD FIRST BY:

"Putting Your focus only on God!."

Love is more important
than anything else. It
is what ties everything
completely together.

Colossians 3:14 CEV

LOVE OTHERS LOUDLY

Please join us on a journey of Love that took an Un-Churched, Un-Bibled and Un-Hymned child of God from a dirty warehouse in Iowa, to the Fortune 500 and beyond.

Love Others Loudly is not a "how to" book, but instead, a chronicle of the power of God's Agape Love, and how Love is God's Unstoppable Force, even in the muck and mire of corporate life.

LOVE GOD FIRST

FAITH *Let Go of the Rope*

FOCUS *A Point in Every Direction is Point Less*

GRATITUDE *Give Thanks in All That You Do*

LOVE PEOPLE GRATEFULLY

DEVOTION *Love with Commitment*

ENCOURAGEMENT *Be Nice to People on the Way Up*

AWARENESS *The Love you Take, Equals the Love You Make*

LOVE PEOPLE WITH COMPASSION

EMPATHY *Savior or Servant*

UNDERSTANDING *Peace be Still*

TRUST *A Reason to Believe*

LOVE PEOPLE WITH CONVICTION

CLARITY *Truth or Consequences*

COURAGE *There is No Growth Without Friction*

PASSION *No Wise Man can Reason Away Belief*

MARK MCCUEN