

A Word from Mack

New industry needed for new year -

I have an issue of Time magazine which is dated April 12, 1938. It is one of my prized possessions given to me by a dear friend, Bob Honig (who served SBCR as strategic planner and ombudsman for nine years and now sits on our National Advisory Board.) The cover of that Time features Lewis Mumford. The story inside is spectacular.

Some months before, Mumford published his book, *The Culture of Cities*. It burst upon the scene like a bombshell! For the first time, both the popular and the scientific community ("sociology" was in its infancy) were

drawn together in the realization that our common life here on planet earth could be and needed to be rigorously defined and consciously developed.

coordinator and Mumford sounded a clear call for a new direction when he noted, "The chief enigma of all of history is found

founder of SBCR. in the question, "Why do we keep collapsing?" I believe that finding the answer to this question and then scoring a

model that becomes the solution to the regular "build/collapse" history of mankind's sojourn with social living is the

critical issue facing the 21st century.

Our history, indeed, has been a sad saga of growth followed by decay, and of development gradually sinking into disintegration.

The evidence is all in. We humans have not found a way to build a social house that will not only stand but will become ever stronger

as the years march on. Toynbee was right when he observed, "...the epitaph of all civilizations is suicide." Now how can we stop this

cycle? That, to me, is the need of the hour.

Now I must share with you my basic conviction that we are capable of becoming the instruments of growing a society that stops

the decay cycle in its tracks and reverses the downward trend. We are capable of partnering with God in the re-creation of this world.

I happen to believe that this calling is the only reason we are to exist here. We are to say and to seek, "...Thy kingdom come, Thy

will be done, on earth as it is in Heaven." I am only here to love God and to love each and all of you! So let me put this conviction in analogous terms.

Two hundred years ago, there was no petroleum industry. There was whale oil to light the lamps and some sticky skimmings on

the ground. But there was no petroleum industry. Then, in 1859, in Titusville, Penn., Edwin Drake engineered a way to extract oil

from the ground. He drilled a well. From that moment an entire industry was born. Look how extensive the reach of this industry is!

Who can name all of the collateral products? How many degrees are given at the highest halls of learning? Think of the scope of daily

research that is being conducted! We honestly cannot fathom all of the swells in this vast ocean of the petroleum industry.

In the same way, we must create an "Industry of Renewal!" We have to apply our best and our brightest to the task of creating a

"Social Technology" that is every bit as rigorous and disciplined as any science as we seek to start, grow, sustain, nurture, and renew

the fundamental foundation of connected relationships which we call "society."

We have a "well" going here at SBCR. Now we need corporations, foundations, think tanks, colleges and universities, and our

best minds, old and young, to think through the critical issues of growing renewed and renewing societies. We need strong hands put

to the plow to create the seed bed for this new industry to thrive. And we need lives totally dedicated to solving this "chief enigma of

history." I believe this new year will see the formal recognition that we have begun the new industry of renewal. Thank each of you for

joining with us in the historic infancy of a new tomorrow!