

Millions of people go to work each day across the Northeast...

How the USA copes with unprecedented growth in the next 3 1/2 decades is about more than location. It's about how we live.

Room to grow?
Most Americans are packed around metropolitan areas. The map shows where we live (each dot represents 5,000 people). The population is expected to increase by 100 million (another 20,000 dots) by 2040, reaching 400 million.

By Haya El Nasser
USA TODAY

CHARLOTTE — The fact the USA is growing faster than any other industrialized country in the world comes as no surprise to Tim Gibbs. Born and raised here, he lives on the far edge of North Carolina's most populous metropolitan area and works 30 miles north in downtown Charlotte. He commutes for up to 90 minutes. Folks who were born here from. ... Growth is out of control. ... We'll see a population of 100 million people in the next 30 years.

Cover story
Can the USA, which trails only China and India in population, absorb another 100 million people in such a short time? Where will we live? Space itself isn't the issue. More than 50 miles of the Atlantic, Pacific, Gulf of Mexico and the country's land area, according to estimates, the population clock will tick past 400 million. "Mind-boggling," says Gibbs, a transportation planner for the city. "There is a finite amount of land available."

By Dave Merrill, Adrienne Lewis and Paul Overberg
USA TODAY

Just look at this population density!

Your co-workers, customers,
suppliers, and the public are watching
to see if you are a Christ-follower
in word and in deed. *We can help.*



Joyfully making, motivating,
and maturing Christians
in workplaces across the Northeast.

Here are three core ways that we soften the cultural soil and help working Christians in the Northeast:

1. MEDIA RELATIONS.

It's no secret that we live in a media-intense culture. It's also no secret that much of what we see, hear, and read in the media is negative and contrary to a Christian worldview. We actively cultivate constructive relationships with Christian and secular print, TV, radio and online media outlets across the Region.

An Encouraging Word is one of our ministries in print and online.

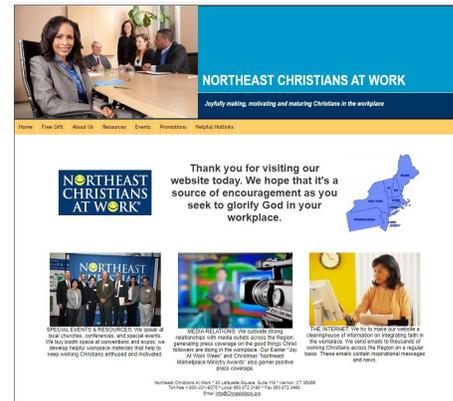
From local media to *New York Times*, *Boston Globe*, *Associated Press*, *CBS Evening News*, *ABCnews.com* and the *NBC Today Show*, we've made millions of good impressions!

We deliberately ramp up our media relations campaign around two traditional Christian holidays, Easter and Christmas. During Easter, we sponsor the annual **JOY AT WORK WEEK**. If anyone should be joyful at work, it should be Christians! During Christmas season, we sponsor **Northeast Marketplace Ministry Awards** to encourage and showcase working Christians who walk the talk in the "real world," and not just in the comfort of their homes or churches.



2. THE INTERNET.

We seek to seize the power of the internet and social media to joyfully make, motivate, and mature Christians in the workplace. For example, we send weekly **Salt Mine** email devotions to thousands of Christians at businesses, non-profits, institutions and government agencies. Our website, ChristAtWork.org contains many helpful resources and links.



3. SPECIAL EVENTS & RESOURCES.

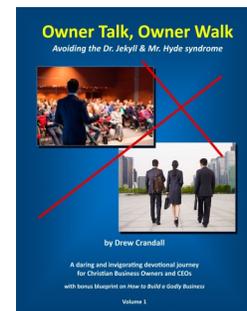
Speaking engagements galore. Over the years, we've spoken at hundreds of Christian and secular venues, from church events to conferences and festivals.

Award-winning displays. We have purchased exhibit space at dozens of Christian events and secular business expositions.

Helpful posters, handouts and books. We produce and distribute simple, practical materials to inspire and equip Christ followers to be Godly at work.

Owner Talk, Owner Walk is a special resource for business owners and CEOs.

Special Ministries. We are the 501c3 non-profit organization behind many ministries, including *Called To Work*, *Creation Coalition of CT*, *CT Alliance for Christian Arts* and *Jacob's Well Coffeehouse*.



We are an all-volunteer ministry. For over 20 years, we have depended upon God's provision through dues, donations and sponsorships. We have an impeccable financial track record. Every bill has been paid and we operate debt-free.

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