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Week 35: WFL - Last Week
James and Betty Robison
Nathan Sheets

James: Thank you! It is such a joy to be able to share this time with you. I'm James Robison. Betty and I welcome you to *LIFE Today*.

I've got a big grin on my face. I'm holding some raw unfiltered honey. Because I've eaten this, this is not pretty good honey, this is like exceptional. It is Nature Nate's -- yeah, Nature Nate's Natural Honey. You can get it anywhere. The owner of this company who produced the biggest honey company, let's say in the world, is Nathan Sheets. He's called Nature Nate.

Would you welcome Nature Nate, Nathan Sheets to *LIFE Today*?

Nathan: Thank you!

James: I love that your wife and one of your children up here, Sam is here. Patty is here. They're just a beautiful mom and son. You've got three other kids.

I just love this honey. The thing I like about you though is you are just a witness for Christ. You brought all this stuff in here. You witness it. You helped launch "I am Second." I know Norm Miller, Interstate Batteries, probably everybody in the world ought to have an Interstate Battery. And they don't just make car batteries, they make all kind of batteries. Norm wants everyone to know the Lord. Everybody! Right?

"I am Second." Just give us a real capsule of "I Am Second." What did you all want to come from that because you use great testimonies of people acknowledging they are second?

Nathan: So Norm called me up, he was actually sitting out back behind his house. He was about to turn 70 and he was having a time with the Lord. He was just saying, "God, what do you want me to do? I've got X number of years left in my life." He just felt like the Lord just asked him, "Have you ever gone for broke in your own Jerusalem?" And he had funded the Jesus film campaigns in Russia and other countries like that.

So he is telling me this on the phone. He says, "You know, Nathan, if I was going to sell more

batteries I would do a media campaign and I would probably use a celebrity." Then he said to me, "We need to make Jesus as famous as Tony Romo."

As soon as he said that, the Lord just dropped this billboard in my head and I said, "All right, Norm. Imagine you're driving down the toll way and you see this billboard that's got Dirk Nowitzki on it." Now Dirk's the man. He's number one. Right? I said, "But this billboard says, 'I Am Second.' It drives you to the website IAmSecond.com and you watch Dirk's video testimony and we share the gospel and then we hook you up into a local church."

Norm said, "Okay, let's get together and talk about that next week."

So I hung the phone up and Adam Littig, who was our creative director at e3 at the time, Adam looked at me and said, "Dude, that's huge!"

I said, "Good! We've got a week to figure out what it looks like." Because Adam literally walked out of my office, came back with a white piece of paper, wrote, "I Am Second." And that's the logo that's there today.

So we put together a media campaign and showed it to Norm and Norm looked at it and said, "Great! Go put together a media campaign."

We're like, "That's what we just did!"

So we went away, put together a few more slides and came back about a week later and showed it to him. He said, "All right, I'm in. I'll give you \$3 million." That was in March of 2008. So Stephen Baldwin was the first video that we did. And then we did Brian "Head" Welch from Korn. Oh my goodness!

James: He went over tremendously sitting where you're sitting; and had his little daughter out here. It's amazing.

Nathan: He's a freak but man, he is awesome. So we did Welch's. It just kind of set this trajectory for the campaign and we launched December 2nd of 1998. And no one knew who did it. We just had all these billboards around Dallas/Fort Worth that just said, "I Am Second." And they were draped. We pulled them off, pulled the drapes off December 2nd and it just blew up. It was remarkable. It was so obvious that it was God's deal.

So over the next three months we were tracking it through Google analytics and it went to about 110 countries around the world. The only place we ever advertised was in Dallas/Fort Worth.

James: Isn't that great? Now let's talk honey a minute. Because these bees do things the way God likes things done. How did you get into this?

Nathan: I never in the world would have thought that my entire life would be provided for by a bee. Right after I got married to my lovely wife, Patty Sheets up there, we had been married, she said, "Hey! We need a hobby together."

I had a small ad agency at the time. She was teaching school. I was thinking, okay, hobby. I was watching TV one night and this commercial came on. It had a lady in a bee suit and it said, "You can find anything on the internet."

I always loved honey. I was like, huh! So I went over and typed in "Beekeeping Dallas" into my computer and up pulled North Dallas Honey Company. So I called this guy and I said, "Hey! Can I buy a beehive from you?"

He said, "Sure!"

So we lived in a little apartment so I called my parents and I said, "Can I put a beehive in your backyard?"

[Laughter]

They were like, "Really?"

But man, I fell in love with it. So the gentleman that I bought the beehive from had started the honey company in 1972. He had 100 beehives here in Dallas/Fort Worth and it was in about 20 grocery stores.

So I started helping him work his bees on the weekend. It was just fascinating. I always said if you don't believe in God, become a beekeeper. The way God created bees is remarkable.

And then he had cancer and couldn't get around very well. He was about 75. So I started getting up at 4:00 in the morning before I'd go to work and go and put the honey on the shelves from him. Then I started going down to his house at night. Patty and I did, both. We'd go down and bottle the honey and put the cap on, put the label on, put it in the box, put the box in the car.

[Laughter]

We did that.

And then in the middle of the summer of 1997 he said, "Hey! Why don't you buy the honey company?"

I'm thinking, why would I buy a honey company? So I was talking to my dad about it. My dad said, "Son, just because you can do something doesn't mean you should do something."
[Laughter]

So September 11th, so we're coming up on our 20th year, September 11th, 1997, we bought that honey company. And then three months later I wound up going into full time ministry and had the honey company -- I didn't buy the bee side of the business, I bought the bottling side, the shelf space. So I hired a beekeeper to bottle the honey and I hired a distributor to put it on the shelf. But that was the model that we had, really for the next 12 years when I was in full time Christian ministry.

James: Okay, so now though you're doing the honey and you've got the most honey going out. You can get it everywhere. I'll be sure you have my address -- and keep it flowing. Here's the deal.

Nathan: It's available in all your grocery stores.

James: Yeah, but it is nice to know you're loved.

[Laughter]

Here's the deal. You've got all this stuff sitting here. And show us the little box here. You've just come back from the Amazon. You've come back from Brazil. You went down there witnessing. You just go everywhere to try to win people to Christ. So what comes in through here goes into missions. You're supporting outreaches all over the world because you want people to know Christ.

Nathan: I'll back up even into the story because I told the bee side of the story but the spiritual developmental side of me. So when Patty and I got married, gone through Evangelism Explosion; I go to Prestonwood with your buddy, Jack Graham. And so Jack would challenge everybody in the church to go through EE, which is a class that teaches you how to go share the gospel. And you actually go out and [knock knock] knock on doors. Do door-to-door evangelism.

James: Dr. Kennedy has been my guest. We're buddies. We both believe in evangelism. He is in heaven now looking down and encouraging us.

Nathan: So through that I had the opportunity to lead the first person to the Lord, one of my advertising clients. So I was so excited that I became a trainer the following year. So Sunday afternoon about 3 o'clock the first class was going to be that night. I started thinking about that class. We're actually going to go out and knock on doors. I start feeling this stress come into my neck and realize there was always a buffer between me and that door and that was the trainer and now I'm the trainer. I just -- man, beading sweat. So I met the guy and the girl on my team and that first night and I said, "You know what? We're going to get to know each other tonight and we'll go out next Sunday." Which is fine, the first class.

The next Sunday comes, the same sweat, the same stress. I get with them, I said, "We're going to role play tonight."

I'll never forget the guy said, "I thought we were supposed to do evangelism in this class?"

I said, "Bro, lay off me. We'll get there."

[Laughter]

So the next morning I'm in my office, and literally I'm on my knees, I have my Bible open and I'm crying out to the Lord. I said, God, you've got to help me to get over this fear about doing door-to-door evangelism."

And it was louder than audible. God said, "Go on a mission trip."

And so my wife and I had supported a couple of people on staff at e3 Partners and I read in this guy's news letter that he was going to Columbia in two weeks. So I got up off the floor. Called him, and he said, "This trip got cancelled but this other guy named Mike Downey was going to Valencia, Venezuela on Friday. This is Monday. So I don't have money, passport, shots, an airline ticket or nothing but four days later I was in Valencia, Venezuela. Doing what?

[Knocking on table] Knocking on doors; doing door-to-door evangelism.

So we've saw about 35 people accept Christ that week. Plant a new church in this village. I came back and I was on fire. We saw three people accept Christ the first night out with our EE team. So God really used the tool of Evangelism Explosion in my life to equip me, to give me the courage and boldness and a tool to go out and share the gospel.

So it was through that trip that I went on with e3. I started doing volunteer work, pro bono with them in that summer of '96 or '97. Then I was challenged to come on staff full time in the fall of '97.

So here I'd just bought the honey company, shut down our little advertising agency that we had, started raising support, we went on staff full time in 1998.

About a year later we had just come back from Haiti and we were doing a mission trip down there and I had this cube that I think it had cigarette advertising on it or something like that. And so we're sitting in my office and flipping it and this guy, Jim White and I were looking at these pictures of a guy on staff who was with a bunch of illiterate Haitians showing poster boards of the story of the gospel.

I said to Jim, "Wouldn't it be cool if we could take those pictures and put it on this cube?"

So Jim goes away, comes up the next morning and has post-it notes all over it and scribbles, and so this is it.

James: Now I want you to get it where we can get in a close-up so you can show what it is.

Nathan: This is the EvangeCube. So I'll go through it real quick because we don't have time. This is God, this is man. The Bible says that God created man but sin also separated God and man. So he sent Jesus to die on the cross for our sins. And after Jesus died he was buried in the tomb. Three days later he rose from the dead. So now Jesus becomes a bridge between a sinful man and a perfect God. Jesus said, "I'm the way, the truth, and the life. No man comes to the Father but by me." And so the good news is that heaven is a free gift offered to every single one of us. And you can accept Christ and not go to a very real place called hell. And so James, would you like to accept Jesus right now?

James: I'd like to.

[Laughter]

Nathan: Okay, let's pray. James, because of the decision that you made, now you're reconciled with God but God doesn't want a prayer, he wants a relationship. So there are things that we can do to grow in our relationship with God through prayer, reading the Bible, fellowshiping with other believers, telling the world about Christ. But God said the greatest commandment is to love Him with all our heart, mind, soul and strength.

So we developed this -- God developed this in 1999 and we probably deployed 5-6 million EvangeCube cubes equipping believers to go out and share the gospel. So again, it was a tool that the Lord used in my life and other people's lives to be able to go and share the gospel.

James: I want you to tell us about this piece. This is a different kind of a hive that you're

telling me because most of the hives they have them where they lay -- they go up and down like this. But this one is stacked. This particular type of bee, he stacks the comb.

Nathan: You know what's cool about this bee? He is a stingless bee. No stinger!

James: God, increase his hunger and make us some Christians like that in our churches -- that is stingless.

[Laughter]

Nathan: I think we're going to have some pictures that they can show to be able to see these little stingless bees. So last Wednesday, again with Prestonwood, I went down with Josh Rolf, who is the missions pastor. We left Dallas at noon on Wednesday and flew down to the Amazon. On Thursday afternoon we met with a beekeeper who is Catholic. He had about 45 hives of the stingless bees. So he was so proud to show them to us.

James: Now were they the ones that were stacked like this?

Nathan: Stacked like this so you would open it up and the queen was in there. So --

James: And this is actually one of them.

Nathan: I took it from him.

James: But the bees aren't in this one so we're safe. But they're stingless anyway.

Nathan: This could have Africanized in it.

[Laughter]

So we went down there so what we're doing in the Amazon is in partnership of Prestonwood, this week there's about 7,000 kids in V.B.S. and so we put together a Nature Nate's Honey bottle like this with a special label that talks about the bee project down there in the Amazon. So these little kids are raising money to help buy beehives. And the beehives are going to be given to the seminary down there. And so Nature Nate's, we're matching. Whatever the kids raise, we'll match it and then we're going to go down and we're going to buy 500 beehives with a local seminary down there in the Amazon.

James: And they can raise money through that.

Nathan: They can raise money and be able to provide for that. So they're going to take these beehives and they're going to go to these villages and they're going to ask if they can put the beehives in the community to be able to pollinate and get the nectar from the local vegetation. So it's going to create an economic connection for them and it's going to create relationships so they can go out and share the gospel.

So it is a beehive and it's honey but man, it's the advancement of the gospel.

James: Tell them how you use a witness on this because bees have an entry. Use how you did this earlier.

Nathan: So on normal beehives there is a big space across the bottom and bees are coming and going, lots of them at a time. But this little hole right here, that's the only way in. So a bee stands guard looking out. When another bee comes in, that bee takes off and he goes in. So there's one way into that hive.

So I was talking to that beekeeper and so I asked him, I said, "What do you think it takes to get to heaven?"

He says, "Oh you just have to do the good things. Make sure you're pursuing God but doing good works."

I asked him, I said, "How many ways are there in that beehive?"

He looked at me and goes, "One!"

I said, "That's right. Right there, right?"

He said, "Yes, just one way."

I said, "You know the Bible says -- the Bible says, Jesus says, 'I am the way, the truth and the life and no man can come to the Father but by me.' And so we may think that there are a lot of ways to get into heaven but the reality is there is one and Jesus is it. And the way that you know that you have a relationship with him is you invite him, you accept that free gift of eternal life."

And man, he was tracking with it and going like that. So we shared the gospel with him right there. He didn't accept Christ but he had an opportunity to hear a clear presentation. Yes, sir.

James: Do you appreciate the wonderful zeal and the gift? Here's what I want all of you to understand. I want you to just make it a real matter of prayer. Do you know that God has

given -- this is an entrepreneur, he is a creator. He is a wealth and opportunity creator. He meets needs. He actually fulfills legitimate desires. That's a gift God gave him. It is amazing.

But see, he has these people all over world that he gifted. Many of them don't realize God gave him that gift. They don't know that. And God gave him the gift for kingdom purpose -- his purpose, not our purposes.

But here's the thing. If we would pray that people would come to understand the great gifts that they have were given for the glory of God and the benefit of all the people God loves, the neighbors that we're supposed to love. But also the great thinkers and the entrepreneurs, they need to come together for the glory of God. If bees can do what they were designed to do, why can't we, created in the image of God, do what God created us to do?

Now if you believe in the power of prayer and you might as well believe in it because it is a fact, you can move mountains, you can move people, you can literally, literally be moved by prayer when you pray. And I frankly believe it moves God. Let's pray! And we need to pray the entrepreneur into the center of the will of God because they can absolutely turn things around miraculously.

Nathan: I think the great next missionary movement is going to be in a business community. Paul wanted to go to Rome because the gospel had never been brought to Rome. He shows up in Rome and the brethren met him because the gospel had already gotten to Rome but through business and trade.

Right now ministries or businesses, missions is a term right now because they're all trying to figure out how you create business platforms to be able to help fund ministries and create access to closed-access countries.

So business, I challenge people, look at your office situation as the mission field. That woman that sits next to you, man, she might not ever hear the gospel if you don't share it with her.

James: Would you say thanks to this incredible gift from God, for his family, Patty, for the kids -- everybody that works with you. Check out Nature Nate's --

Nathan: In Costco, Walmart, Sam's, Whole Foods, Market Street --

[Laughter]

James: Listen, I pray they all do it. Let's really pray that God will raise up people that have a heart like you do and the gift. Let's make that a serious prayer.

We've been doing something as a body of family of believers and that is we meet legitimate needs. The viewers of LIFE know that we can be the miracle in somebody's life. And one of the greatest miracles is giving not only a cup of water in Jesus' name but a well of water.

I'm asking you right now to look in and when you see a situation that's very real and know we've got a perfect answer, a perfect solution, but you have to be a part of it, see if you don't want to be. Watch closely.

On the mission field

Announcer: They say that the sure sign of insanity is doing the same thing over and over again and expecting a different result. For Naror, she has no choice but to repeat her steps even when she knows those same steps cost the life of her baby girl. Now as she draws water yet again from the same contaminated source she hopes this time will be different, that her older daughter won't fall ill and die the same terrible death as her baby girl.

Open Captions:

>> My baby girl became ill so I took her to the clinic. They said nothing was wrong with my baby girl and they sent us home. She died that night. [Crying]

My baby needed clean water. If I was not so poor my baby would still be alive.

Tammy: It's so hard for me to sit here and listen to her story and see such pain in her eyes. It's so raw, it's so fresh, but the biggest thing is just hearing her say that all she needs is clean water and knowing that that could have changed everything for her. Like she is fully aware of what she needs but she can't do anything about it.

I would love to be able to speak hope into her life and tell her that things are about to change.

Announcer: Indeed, change began that day as Naror prayed to receive Jesus as her Lord and savior. Now her soul will never thirst again and it is our prayer that like so many others around the world, with your help, she will no longer thirst for clean drinking water for her family and village.

End of clip

In the studio

James: Wow! That is just such a beautiful picture of love. Tammy Trent, praying there and

leading that precious mother to the Lord, who lost her baby.

Tammy lost the love of her life, she lost her husband to water. Her husband drowned and he was an almost professional swimmer. He's gone.

But the love that God put in Tammy's heart has taken her around the world as well as a gifted musician, communicator and a great friend and co-laborer with life.

Betty, we know how that mother felt to lose a child. There is not a person watching us, not one of you, that if you could have saved our girl you would have done it.

Well, you can save the children like she was talking about by giving them a water well, and our goal is to give 400. Betty, we can't do that. You and I give a well, we've asked God to let us always do that. He just answered our prayer. Every time the missionaries say, "Okay, now here is our goal," bless God, we're able to give a well. Some of you can do that now. I just believe everybody doing their part, we're going to get the 400 wells we need.

Betty: I do too. I trust that you will join with us. And let's give hope to these precious mothers that know that every time they go to that dirty waterhole that there's death in it. But what do they do? Their babies have to have water to live very, very long.

Now we have the opportunity to reach out in hope and drill the water wells and the filters where we can't get in to drill the water wells, they offer the filters to them now and it makes such a difference. You see such joy come on their faces when they see that water come up out of the ground, it's like dancing in the streets. They just love it because they know what it means, especially the mothers. They know that it can save the lives of their children. Please join with us and let's make the difference.

James: I'm confident that our viewers will. You've been so special. You're amazing. I wish I could know all of you. I wish I could hold your hand. I wish I could give you a hug and just let you know how grateful we are that you've given so many people a chance at life -- given them Water for LIFE while we point them to the water of life, the love of God through Jesus.

This is our last week. We need to hear from every one of you. We need those of you who can drill a well to do it, they're \$4800 -- or give a portion of a well, \$1200 or \$2400 and pray others join you. I believe they will.

If you can give \$48 or \$144 those two amounts, let me break it down for you: \$48 will give ten people water the rest of their life, \$144 will give 30 people water the rest of their life.

Betty mentioned the filter systems. If we can give three families their own filter, it works like dialysis, it will take everything unclean out of the water, all contaminants, all bacteria. And we can give three families their own system for \$100. That's in the areas where the terrain will not allow the drilling rigs to get in. But they are way up in those areas. They too need clean water. So they have access to contaminated water. We can give them a filter system for \$100, three families.

All right. There's a level at which you can help. I want you to go online, please, see the online site or dial that number that's always there as a prayer line. Now you're turning it into a life line. You're going to give life on that line -- Water for LIFE.

Would you please right now take your bankcard, go get it, go online, make the call. Please do it now. It's just so easy. You're going to get distracted in a little while and this is the last week. So we really need your help to complete this goal. I believe you want to do it. I believe you want to be the miracle someone is praying for and longing for. And you literally can be.

So please go online or make that call. Thank you so much for doing it. We have some gifts to bless you but you're giving the greatest gift, you're giving life.

Begin video clip

Announcer: Every day children living in extreme poverty are forced to make a dreadful choice: Drink polluted water filled with deadly disease or perhaps die of thirst. No child should ever be faced with this decision.

The good news is there is a solution. **Mission:** Water for Life is one of the most proven and viable demonstrations of God's love in the world today. Suffering can end because clean water changes everything!

With your gift today you can help drill 400 water wells in remote villages in 15 nations. A gift of \$48 will provide disease-free water for ten people, \$72 will provide for 15 people, and \$144 will help provide clean water straight from the ground for 30 people.

Please also consider an additional gift of \$100 to help provide three families with water filtration kits in emergency areas where our drilling rigs are unable to reach. As our thank you, we'll send you the books, *Words of Jesus* and *Words of Healing*. One contains only the words of Jesus and the other scriptures for healing in your body, mind, and soul. With your \$100 gift you can receive both hardbound and softbound editions of these scripture promise books.

Finally, please consider a gift of \$1200 to help provide water for 250 people. Or a gift of \$4800 to help sponsor a complete well and you may request our beautiful hand sculpted "Determined Eagle" bronze.

This is the last week! Please call, write, or make your gift online.

End of clip

In the studio

James: I think it is really important to remind you this is the last week now. Boy, we need to hear from you. Even if you helped before, we need your help right now.

This is very interesting why this has been sitting here. Why is this sitting here?

[Laughter]

Nathan: That is actually a family heirloom. So that was given to my great, great grandfather, Benjamin Franklin Gazwey who was the First Methodist missionary to the five Indian tribes of North America. So he roamed with the Indians from North Texas up into Oklahoma. So he was at Fort Sills, Oklahoma and while he was there Geronimo was in captivity and actually led Geronimo to the Lord.

So it was a real honor, this family heirloom. When I was in high school my great grandmother came and talked at my Texas history class and talked about going across the Red River in a covered wagon and the dangers of that. So it was really a great legacy for our family.

James: I think that's exciting. I'm supposed to be Comanche and the Comanche were fierce and Geronimo was also, he was one of the great leaders. I had heard that he accepted Christ and to know that it was your great, great, great grandfather.

Nathan: Great, great!

James: Isn't that great? You want to say thank God for what a wonderful testimony? I would love for every Native American, every Indian to fall in love with Jesus. This one has! God bless all of you. Thanks for watching. Thanks for sharing *LIFE Today*. Thanks for giving water.