

July 30, 1974

Dollar Doubles as Pastor  
And Business Executive

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MACON, Ga. (BP)--Bobby Dollar has one foot in the pulpit and one in the marketplace and says he has no trouble keeping his balance. He feels that "Christian principles can and should be applied to business."

Dollar, 42, is vice president for franchise sales of Days Inns of America, Inc., a fast-growing, budget motel chain, and pastor of Oakwood Baptist Church in Gainesville, Ga.

"I feel a much responsibility for the way I handle a contract as a sermon," said Dollar on a recent visit to his alma mater, Mercer University, a Baptist school here.

In 1965, Dollar set a goal of reaching \$1 million in net worth in 10 years. He passed that goal last year because he "claimed by faith the numerous opportunities that arose."

Now he is trying out a plan begun in January to make money for Mercer University.

"No gee-whiz thing" is the way he describes his newest project because he can afford the price and the risk.

"I will earmark \$1,000 each year for Mercer and will plunge it as aggressively as I do my own investments...the endowment trustees of a university can't take the risks that an individual can."

He plans to invest the \$1,000 through the year with particular application toward land investment because he understands that better and will add \$1,000 each year, reinvesting all earnings. Assets will be transferred to Mercer from time to time, Dollar said.

His first investment for Mercer has already proven successful.

"I happened to select the right tract of land in a growth area, and I earmarked \$1,000 of that price for Mercer. The piece of land priced at \$600 an acre already has appreciated to more than \$1,000 an acre since January, based on comparable sales in the same locality. The ironic thing is that the sale has not even been closed yet."

Dollar admits this is an exceptional appreciation, but look at his calculations:

"If a person at 25 could start investing \$1,000 a year for 40 years, and if he is able to earn 25 per cent after taxes each year and reinvest all earnings, at the end of 40 years he would have built up an estate of \$37.81 million out of the \$40,000 he put up."

He adds that there are holes that can be punched in this projection, but he keeps his eye on the possibilities. And he may experiment with other plans because he feels that innovative thinking is needed to help small, private schools financially.

A 1953 graduate of Mercer with pre-medical and Christianity majors, Dollar and his wife, Jo Franklin Dollar, a 1954 Mercer graduate, served in Venezuela, 1962-68, where he was pastor of an English-language Baptist church, started by Southern Baptist missionaries.

"In 1964 the Lord led us to diversify and support ourselves on our last tour by getting involved in business and industry, in addition to the usual missionary work," Dollar said.

Dollar was born in Bainbridge in Southwest Georgia and had been in the Air Force and at Southern Baptist Theological Seminary in Louisville before going to South America. He felt he needed to increase the support of his family and find some business enterprise to help

those in the mission field. He was feeding the members of his "flock" spiritually, but not physically.

"And partly I went into business because of the attitude toward preachers of 'You don't understand my situation'."

He manufactured tables, opened an ice cream parlor and assisted in setting up two farming operations in Venezuela.

Back in the states in 1968, he was dabbling in real estate in Atlanta when he met Cecil Day at a football game.

In 1969, Day invited Dollar to join him in his real estate business. Then Day came up with the idea of starting Days Inns. Dollar told Day if he was going into the venture on a large scale he would need a franchise director.

"Later on Cecil called me and said I was named vice president of franchising--and I went out and bought a book on franchising."

The motel company formed in 1970 has grown to 162 inns and lodges in operation with 79 more under construction. The chain operates motels or has them under development in 33 states. Day set a goal of 30 franchises a year, but the number sold annually has been about 100, he says.

Since then, Dollar has become a stockholder and a director, as well as vice president. His wife, Jo, is executive assistant to Day.

Dollar believes the emphasis in the pulpit and Sunday School to somehow equate poverty with spirituality has been a mistake.

He refers to the Sermon on the Mount..."blessed are the poor in spirit..."

"I am poor in spirit," Dollar said, "because I know where my source is. My self-confidence is ruled by my God confidence."

The person who thinks religion is religion and business is business has the wrong idea of both, he says.

"After all, the Christian principle of service to your fellowman is the best approach to business."

He points out that combining the ministry with a business career is not a radical, new idea. The early Christians combined the two for years before ministers were set apart, he said.

Dollar has been asked to write a book for Broadman Press, publishing division of the Baptist Sunday School Board, about his "experiences with God in action in the marketplace."

In the meantime, he keeps his balance between the ministry and the marketplace, adding that it gives him a chance to practice what he preaches and preach what he practices.

"I go hard all week and speed up on weekends," Dollar says. "But I am not a workaholic. We have a refreshing balance between family and church activities."

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### "C'est Tres Bien"

Two Young Americans  
React to Lausanne

7/30/74

By James Lee Young

LAUSANNE, Switzerland (BP)--What's a nice girl like you doing in a place like this? Make that two girls--then ask Miss Nancy Newton, a freshman at Ouachita Baptist University in Arkadelphia, Ark., and Miss Janice Anne McGhee, of Chattanooga, Tenn.

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Nancy and Janice--both Baptists--worked on the youthful staff of the International Congress on World Evangelization, meeting here in mid-July. Both are under 24.

About 400 young people from all parts of the evangelical world participated in the congress program--most of them as members of the staff.

Nancy, who worked in the program department where "you do anything and everything" for about 18 hours daily, came to Lausanne from Tripoli, Libya, where her father is an engineer with an oil company and "considers himself a part time missionary."

Even with the long hours, Nancy was able to glean some very positive experiences from Lausanne.

"I've had to praise the Lord for bringing me here. I've enjoyed meeting brothers and sisters in Christ from all over the world."

One of the strategy sessions she was able to attend was with Bill Bright, international director of Campus Crusade for Christ, who conducted a group on demonstration on personal evangelism methods.

"In a sense, I got a renewal; I had to be willing to show love through my actions and not only through my words. They showed us two tracts--the Four Spiritual Laws, which I've used a lot--and the other, Have You Made the Wonderful Discovery of the Spirit-Filled Life.

"Both tracts are so simple, yet Jesus can really use them to bring people to him. Even though these tracts have been around for awhile," neither are outdated, Nancy said.

Janice, traveling abroad as a designated "good will ambassador" for Jorges Carpet Mill, Inc., in Rossville, Ga., is the former executive secretary to the director of research and development at the Christian-run company.

A member of St. Elmo Avenue Baptist Church (Southern) in Chattanooga, Tenn., she found out through friends that the congress planners were looking for young people to staff the event, and they--three of them--applied and were accepted.

As a "steward" at the congress, she worked in the newsroom, as a guide at the Geneva airport for incoming congress participants, mailroom clerk, typist and even a security guard--no male chauvanism in Lausanne.

Janice said she was excited about the congress and the "new ideas" she saw coming out of it in terms of evangelizing the world.

She was particularly impressed, she said, by the "cell theory," used by persecuted Christians in one country where Communists were pressing the people.

"A pastor told how, starting with him, one person is contacted who, in turn, contacts another, and so on. Information is passed as to whether one of four or more cells is going to meet in the city. The meeting places are changed around from home to home, to keep the Communists off-guard and from knowing what the Christians are up to.

"I've learned to have patience and really trust the Lord," during the congress, Nancy observed. "When people come up they tend to be impatient and 'snappy' with you, and you really have to learn to take a lot--even from Christians." she said.

"I've also learned more about evangelism around the world than I would have known before, I was blind to what was going on," she continued.

"It's made me want to pray for the Third World countries more than ever, because they don't get to hear the gospel as much as we do in the western countries, like the United States.

"Like even yesterday when I got in an accident--I met some people I wouldn't have met if it hadn't happened. I don't think God caused the accident, but He did use it to bring me a blessing."

Nancy was running across a street in Lausanne and fell, rendering her momentarily unconscious. Among those concerned was a young man, Larry, who came to her aid. They became good friends during the congress.

Nancy's travels aren't ended by any means. From Lausanne she was going to London, England, to visit friends, then to New Orleans and on to her native Texas. Finally, she will wind up her journey--for the time--in Arkadelphia to buckle down to studies toward a possible career in public relations.

"I hope to be able to share all that I've learned in Lausanne with as many people as possible," Nancy said.

Janice plans to travel in Europe three more months following the congress, visiting friends and, perhaps, working awhile with Jorge's distributors in London and Sweden. After that--home-- "but I'm not sure what the Lord has in store for me then. Sometime I'd like to go to a Christian college." Janice is a former student at the University of Tennessee in Chattanooga and was graduated from Edmondson College there.

She is interested in Christian photography, particularly cinema photography, and also has an interest in Christian journalism.

It all amounts to a fun-filled--but inspirational--summer in Europe with other Christian young people. For Janice and Nancy, Lausanne, "c'est tres bien."

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Annie Armstrong Goal Set  
At \$8.5 Million in 1975

7/30/74

BIRMINGHAM (BP)--The next Annie Armstrong Easter Offering for Home Missions will aim for \$8.5 million.

The 1975 goal has been set by leaders of the Woman's Missionary Union (WMU), the Southern Baptist Convention auxiliary which sponsors the annual offering and Week of Prayer for Home Missions.

As of July 17, the 1974 Annie Armstrong receipts exceeded the goal of \$7,200,000. If offerings continue to come in at a rate comparable to the same period last year, the total offering should clear \$8 million before the books close December 31, WMU officials estimate.

The 1975 offering will be launched March 2-8, 1975, during the Week of Prayer for Home Missions. Theme for the observance will be "Herein Is Hope." The special home missions offering supplements the SBC's Cooperative Program unified budget allocations to provide approximately 40 per cent of the SBC's home missions budget.

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