

Brother John Wallace Isom Jr.

The U-Can! Man LLC

Cirena Evenson

How do most missions start? Some start with good intentions and move forward through dedication to a cause. Some missions begin after years of planning and patience, while some pursue a definite goal with no definite method. And then there are the missions that start with nothing more than a word.

For me, that word was “empowerment”.

I’ve never met John Isom Jr.; I’ve never shaken his hand or met his wife and children.

In fact, if it weren’t for a series of God-inspired circumstances, I wouldn’t even know that he existed.

When I first heard about John and his mission, it was from my mother, Paula Sifferd. She had met him while attending a military dinner in Texas (a state where neither she nor John actually resides). John, a retired chaplain recruiter, and my mother, an Army chaplain’s wife, were seated at the same table. In no time at all they were discussing family and military life. Although I wasn’t there, I can easily envision it—both of them whipping out their wallets to show pictures of their children. John has four young children. My parents have three, of which I am the oldest. My mother told John that I was living in Chicago, recently married, and working hard as a graphic designer. I’m sure the conversation paused after that bit of information. John, being constantly open to messages from the Lord, realized that there might be an opportunity here. God had opened a door. It didn’t matter to John that the person on the other side of that door lived over 1,000 miles away—it was clear to him that God had something big in the works.

A month after the dinner, I was visiting my mother at her home in Kenosha, WI. She talked to me about John and told me that he was looking for a logo design for his motivational speaking as the U-Can! Man. She handed me a small silver piece, fashioned into a dog-tag and engraved with a straightforward, potent message: “U-Can.” The trinket and a business card were all I was given to create a logo, which seemed simple enough. Little did I know, though, that John’s plans were much bigger than a simple logo design, and, wouldn’t you know it, God’s plans were much, much bigger than John’s plans. It seems that I had received my marching orders for a mission that was growing larger with every breath.

Within a week, the logo was finished. I sent John a set of four designs and asked him to pick one for future use. Appropriately enough, he let his children chose the logo that they liked the best. All I can say to that is that out of the mouths of children, God’s truths become much more obvious. Little did they know at the time that the design that they had picked had a special meaning and purpose.

cell 229.588.6112
office 229-244-5991

theucanman@yahoo.com
www.geocities.com/theucanman



And I will make them and the places round about my hill a blessing; and I will cause the shower to come down in his season; there shall be showers of blessing.

Ezekiel 34:26

Brother John Wallace Isom Jr.

The U-Can! Man LLC

As a graphic designer, I am charged with being creative and putting other people's good ideas into visual works that the general public can understand and appreciate. All I knew at this point about John's good idea was that he wanted to use God's word to empower everyone he spoke to. Three of the designs that I had done for John were simple, including crosses, military style insignia, and American colors.

The one that John's children had chosen was a man standing on a hill, arms outstretched towards heaven. This was significant because that particular logo was inspired by a photo that I found online. It was among the photos that appeared when I did a search with the keyword "empowerment."

To make a very long (and yet to be finished) story shorter, that one little logo turned into a business card. Those business cards turned into a brochure, which turned into a newsletter, which turned into a website, which I am very sure will continue to turn into greater and wider-reaching things as God advances our mission. Throughout every stage in our journey, He has given us the tools to move forward. The business cards and brochures were printed with a great discount from some of my business associates. We brought onboard a very bright young grad student (who happened to be my college roommate) to do all of the copy editing for John's papers and newsletters, and my husband runs and maintains the website.

It is no coincidence that all of these would-be challenges have fallen into place. We've got an amazing backer on our side who wholly believes in our cause... in fact, He is our cause. When God gives you a mission, He already has the goal in mind. And believe me, God's goal for our lives is so much bigger than we could ever grasp.

cell 229.588.6112
office 229-244-5991

theucanman@yahoo.com
www.geocities.com/theucanman



And I will make them and the places round about my hill a blessing; and I will cause the shower to come down in his season; there shall be showers of blessing.

Ezekiel 34:26