

Brother John Wallace Isom Jr.

The U-Can! Man LLC

By Dean Poling The Valdosta Daily Times, Ga.
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Ask John Isom for the purpose behind the U-Can! Man, he gives a simple answer. So simple, he repeats it.

"I give hope. I give hope," Isom says. "People ask me, What does the U-Can! Man do? I give hope. I have even added 'hope' to my resume."

Isom's resume also includes his time in the military; a recent return to school; co-author of a book about his life called "Return to Honor: A Soldier Story," with Lorraine Thomas writing the story of Isom's life.

"The book is my story," Isom says of the challenges he has overcome, accomplishments met, "but my life's about the glory."

That life now includes the biography entry noting that Isom is the U-Can! Man. As the U-Can! Man, he has joined the Valdosta-Lowndes County Chamber of Commerce. He led a recent seminar in Lowndes County, the first of several similar planned seminars that should take him to communities across South Georgia during the next several months.

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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

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He refers to his U-Can! Man presentations as the Hour of Flour. "I give you some flour, but the church gives you the meat," he says. The U-Can! Man's mission is like the bread of a spiritual meal.

Wherever he goes, Isom carries the same message: "You can. You can. You can."

He says this repeatedly, a man of motion throughout an interview, sharing his story, at times his voice rising like a preacher, laughing, leaning forward only inches away, excited, clapping his hands, an arm shoots up like the exclamation point in the U-Can! Man's name.

You can. You can. You can. "I give hope, but how I give hope is by telling people, You can."

He tells stories of meeting people who have ideas but haven't acted on them. To them, Isom simply says, You can. You can do it. You can accomplish it. You can make it happen.

Born in Monticello, Fla., Isom joined the Army in 1982. He spent 25 years in the service. He became an award-winning recruiter and a chaplain.

He is a Baptist minister. He and wife Karen have four children, Joshua, Caleb, Joy Marie and Christian.

The U-Can! Man is what Isom calls a BAM, his "business and ministry." He says God told him to tell people, You can. He quotes Matthew 5:16: "Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven."

He sees his ministry as one for everybody. He's even written a letter to President Barack Obama, in what he calls a message from the U-Can! Man to the Yes, We Can Man. If he were to meet Obama, Isom would tell the president that he needs to encourage the American people with the simple message of You Can.

"President Obama really needs to be telling us we can do it," Isom says.

Taking the reporter's notepad, Isom writes the word, American, but with an emphasis on the last two syllables: Amer-I-CAN.

His book is available for \$18 from authorhouse.com. More information on John Isom, visit www.johntheucanman.com.

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