



October - 2010

Dear Friends,

With this letter, you have received a 2011 daily planner. As I said last year, its purpose is really not promotional, but we will take whatever help it gives us in that area. Our primary purpose for producing and sending these calendars is to teach truths found in God's Word! Thus, we hope you will find it useful and/or perhaps give it to someone who does. On that note, I want to point out that this calendar is sent automatically each year to all those who subscribe to *Shaqah*, by mail. It has always been the policy of this ministry not to be a part of what fills your mailbox with junk. However, once in awhile we feel it's only right to automatically send certain materials this ministry produces, to all those already taking part. By doing this, we give subscribers a chance to be some of the first to potentially benefit from our materials. The book, *A Sabbath By Design*, was sent out once it made it to print, and we feel this calendar also warrants the auto send status. That being said, we understand some people may simply not want this calendar or use it; and unlike the book, the calendar comes every year. So, as a regular print *Shaqah* subscriber, if this calendar is not something you are interested in receiving year by year, you can use the postcard which also came with your calendar to let us know. We apologize that the postage is not prepaid on these cards, but they should still make this task a bit easier. Just mark the option on the postcard which states you do not wish to receive the calendar, and we will put that note on your subscription information. You can also just drop us a line, or e-mail us at anytime.

Of course, some of you may not be regular print subscribers to *Shaqah*, and you did not directly order a 2011 calendar from us, yet you got one anyway. This is because some of you who got the calendar in 2010, filled out surveys and sent them back. We want to assure you, it's not our intent to add all respondents to a mailing list. However, it did occur to us that question #14 of the survey asked if you would use the calendar next year. Almost everyone marked "Yes" to this question, and it has been brought to our attention that at least a certain amount of people believe by doing this, they have essentially ordered the 2011 calendar. Thus, we are sending 2011 calendars to all those survey respondents for whom we have addresses. I say again, we had no intent to add people's names to a mailing list just because they filled out a survey, but because we do not know who thought this about question #14 and who did not, we have chosen to send the 2011 calendar, and only the 2011 calendar. We want all those who are not regular print subscribers to *Shaqah*, to understand they have not been added to a mailing list, and we will not continue to send calendars year after year, unless you order them!

Some may still ask why this is? Well, aside from the issue of not adding people's names to a mailing list they have not asked to be on, another good reason we will not continue to automatically send calendars year after year is because we have no way of knowing if your mailing address is current. This is why we do not automatically send calendars to those who are e-mail subscribers to *Shaqah*. We have to have some assurance that we are not simply sending these calendars out to the lost and never found heap, and only mailing something once a year does not give us that assurance. Bottom line - if you're not a regular print subscriber to *Shaqah* (or you are and have told us not to send calendars automatically), you will need to tell us you want the following years' calendars in order to receive them! This is also something you can use that postcard for. We are willing to send the next year's calendar to you if you're willing to send back this postcard confirming your address and desire to receive it. Lord willing, we will be sending these cards with each year's calendar to make it easy for those who want to let us know in advance, they do in fact, desire next year's calendar.

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In related news, I want to say thank you to all those who have sent in the surveys which came with last year's calendar! Your input has been great, and we have been blessed by the positive response the calendar has received! If you haven't sent back your survey from last year, it's never too late to do so; and if you lost your survey, never had one in the first place, or just have more feedback you would like to give, you can use the electronic survey on our website. You can find the link by visiting www.livingspringsinstitute.org, clicking on Learning Center, then Calendar Project. We are always open to suggestions, and desire to hear about problems we might be able to fix.

Now, some of you who sent back surveys made requests and/or suggestions, and we want you to know we have taken everyone of them into consideration. However, this truth may not be obvious just by looking at the 2011 calendar. Thus, I want to tell everyone about our "Survey Response" page which we have posted on our website. Of course, your survey responses are confidential; so, in no way have we told who made a particular suggestion. However, for those who would like to see what we did with most all the feedback we received, we talk on this page about both the positives, and the negatives brought up in/by the surveys. For all those who have sent in a survey, plan to do so, or are just wanting to see what is going on with the Calendar Project, you will want to give this new page a visit. Just go to our Calendar Project page, and click on the Survey Response icon.

For those who have not yet heard the news, I also want to tell everyone about the big addition to the Calendar Project which has come out of looking over your survey responses. This year, we have produced a PDF version of the calendar which you can download from our website. This is a very printer friendly version of the calendar, giving individuals the chance to print out their own calendar. In doing this, you can play with the size the calendar is printed, put it in the folder or binder of your choosing, use just the pages you want, etc. Some of you may simply want to keep it right on the computer for reference. In any case, we hope this will expand the usefulness of the calendar we produce! We have even went the extra step of making the previous two years of the calendar available for study and reference purposes. All the information about what the PDF calendar is, more tips on how to use it, and even the ability to share your own useful tips about how to make it what you want, can also be accessed by visiting the Calendar Project page of our website!

Sadly, the companion book for the calendar has not yet been completed. It has simply taken a bit more of our time to get the calendars themselves in order, and the companion book has been put on the back burner. However, I want to assure everyone that the book is still in the works. We can't give a release date for it yet, but we will get it published just as soon as we can.

In closing, I just want to say thank you again to all those who have taken part in this ministry and specifically this Calendar Project! By the mighty hand of The Lord we are continuing to offer this calendar for free. We pray it is, and will be, a great teaching tool. So, if you would like more of these calendars for your family, or to give to others, please write, e-mail, or use our online Resource Shop!

Sincerely,
Philip E. Busby
Director
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