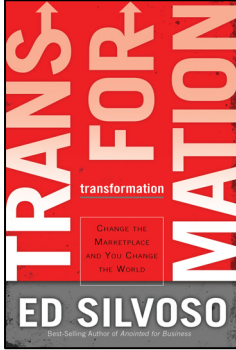


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Spiritual Transformers in the Marketplace

Spiritual stories of transformation around the globe



Los Angeles, Calif — “Who we are determines what we do,” says **Ed Siloso** in his new release ***Transformation: Change the Marketplace and Change the World*** (Regal Books, September 2007). Siloso, a bestselling author on marketplace transformation continues, “Using our soul as a staging ground, we are to take God’s renewing power to the outer confines of our sphere of influence until it has been transformed.”

Siloso, who was born and raised in Argentina and now lives in San Jose, California is the founder and president of Harvest Evangelism (www.harvestevan.org), a worldwide organization with a staff of 50 in five continents that specializes in city and nation reaching, marketplace

transformation and gender reconciliation. Siloso has documented countless stories about dramatic shifts in the marketplace (education, government and business) around the globe, including:

- Hawaii - Lowest unemployment rate, increase in median income and fiscal surplus refunded to tax payers
- Bermuda: Prayer convocation with Former premier Hon. William Scott
- Uganda: The Uganda Revenue Authority (URA) tax revenue increased from 44 Ugandan billion shillings (1986) to 2,230 billion shillings (2005)
- Ukraine: Since 1999, Over 500 churches started, including those located in prisons
- Argentina: Inmates experienced spiritual transformation in the violent Olmos Prison
- Minnesota: Riverview Community Bank in Elk River is labeled a “Bank for Jesus”

Siloso distinguishes that Jesus’ occupation as a carpenter was one of the most respected professions and His parables and teachings all deal with marketplace issues. “Jesus recruited His disciples in the marketplace, the church was born there and from that example, millions of men and women today are walking out their call to full-time ministry in the marketplace.”

Using personal stories and research, combined with a deep biblical perspective, Siloso identifies in *Transformation* the five paradigm shifts necessary for extraordinary changes to take place in our cities and nations:

1. The Great Commission is about discipling nations, not just people.
2. The marketplace has already been redeemed by Jesus and now needs to be reclaimed by His followers.
3. Labor is the premier expression of worship on Earth, and every believer is a minister.
4. Our primary call is not to build the church but to take the kingdom of God where the kingdom of darkness is still entrenched in order for Jesus to build His Church.
5. The premier social indicator that transformation has taken place is the elimination of systemic poverty.

Ending Systemic Poverty

Poverty is a global issue and a hot topic in the American Church -the Bible is clear that poverty is not part of God's kingdom. Silvosio examines the church's influence in the elimination of systemic poverty—defined as poverty that people are born into — if they follow the example and model of the early church founders. “The early church left a vibrant model that needs to be emulated once again as part of the disciplining of nations in this generation,” Silvosio says.

Silvosio's ideas include relevant commentary and insight into pressing world issues, ranging from the spiritual to the political and economical. “Capitalism in and of itself has no intrinsic social conscience. While it provides the structure and the means for creative entrepreneurs to generate wealth and get ahead, it does not have as a core value the priority to rid society of its social evils by actively improving the lot of the disadvantaged through the intentional elimination of systemic evils,” Silvosio says.

While Silvosio advocates capitalism, he urges Christian leaders to help eliminate systemic evils by challenging Christians to value and equip marketplace leaders as much as those working in professional ministry, to shift the concept of church from a building to a group of people active during the whole week, and to transform entire nations of people.

“A new breed of marketplace missionaries is emerging: men and women who dare believe that the same salvation that transforms the soul can also change society, beginning with their sphere of influence,” Silvosio says.

It is these marketplace missionaries who will help transform the world for the better.

About Ed Silvosio:

Ed Silvosio is founder and president of Harvest Evangelism. He is the author of bestselling books *Anointed for Business, That None Should Perish* and *Women: God's Secret Weapon*. Silvosio is a trained businessman whose background and experience includes banking, hospital administration and financial services. Silvosio and his wife, Ruth, live in San Jose, California.

About *Transformation: Change the Marketplace and You Change the World*

Transformation: Change the Marketplace and You Change the World by Ed Silvosio.
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About Ed Silvano

Author of *Transformation*

Ed Silvano, founder and president of Harvest Evangelism—with a staff of over 50 people in five continents—is widely recognized as a mission strategist and solid Bible teacher who specializes in evangelism, city and nation reaching, marketplace transformation and gender reconciliation.

Silvano is known as a practitioner who equips the church for the work of the ministry. He has equipped the masses in Argentina for years through the Harvest Evangelism International Institute in addition to live television and radio broadcasts, and has reached U.S. audiences through events such as Light the Nation, which was a live broadcast from Madison Square Garden downlinked to over 600 sites. Ed and his team pioneered city transformation in Argentina in 1990 when the city of Resistencia, with a population of 400,000, was totally reached for Christ, thus shifting a paradigm that since then has made city transformation part of the church lifestyle worldwide.



Over 300 cities have been impacted by the ministry of Harvest Evangelism, and the development of a nation transformation prototype in Argentina is in progress under Silvano's leadership. His scriptural insights on the role of the church in the marketplace and his Bible-based strategies on how to take the presence and power of God to the workplace have motivated and equipped scores of people to find their spiritual destiny by turning their job into their ministry. His book *Anointed for Business* is considered a groundbreaking classic in this area.

Initially trained in business in his native Argentina, Silvano's background includes banking, hospital administration and financial services. He is the author of bestselling books *That None Should Perish*, *Prayer Evangelism*, *Women: God's Secret Weapon*, and *Anointed for Business*. His most recent publication entitled *God's Ticker Tape: A Report on Divine Acquisitions in the Marketplace* highlights testimonies of God's presence and power at work in the marketplace.

Silvano serves on the Honorary Board of the Presidential Prayer Team, and is a member of the National Day of Prayer Advisory Committee, Mission America, and the Global Pastors Network.

Silvano and his wife, Ruth, reside in San Jose, California.

For an interview with Ed Silvano, contact Ben Laurro at Pure Publicity at 818.753.4056 or Ben@purepublicity.com.

Interview Questions for Ed Siloso

Author of *Transformation*

1. What was the idea behind *Transformation*? Where did you start hearing these stories of marketplace transformation?
2. What are some examples of how nations have changed through faith practices?
3. What do you mean when you write that Christians have downgraded to making individual disciples rather than nations?
4. What on Earth did Jesus come to do? How has Jesus redeemed the marketplace? How can Christians 'reclaim' this marketplace?
5. Why has the church traditionally only labeled pastors, missionaries and others working directly with the church as ministers? How can Christians bridge the gap between the pulpit and marketplace?
6. What's the difference between "vertical" and "horizontal" ministry?
7. Who are some of the "marketplace ministers" mentioned in your book and how have they impacted their communities?
8. How did Paul and Jesus' other apostles use the marketplace to spread the Gospel?
9. What about miracles? Do miracles happen in the marketplace?
10. You refer to labor as "worship." How can our jobs be "worship"?
11. What are the four levels of marketplace involvement for Christians?
12. What is systemic poverty? How is it different than personal poverty?
13. Chapter 11 talks about how nation transformation could eliminate systematic poverty. Can this be accomplished? Is the church currently acting to end poverty?
14. How groundbreaking was the approach toward eliminating poverty of the early Christian church?
15. How important are cities to the plan of healing nations?

For an interview with Ed Siloso, contact Ben Laurro at Pure Publicity at 818.753.4056 or Ben@purepublicity.com.

Story Ideas of *Transformation* by Ed Silvano

Visions of Real – Life Transformations

Via crisp testimonies, *Transformation* demonstrates how God’s work has dramatic implications for business, education and government. Interview Silvano and other key players in specific stories mentioned in the book, including:

- How Christian Chuck Ripka founded Riverview Community Bank in Elk River, Minnesota, where all employees became Christians and reports of miracles began to surface. The bank landed on the cover of the *New York Times* magazine on October 30, 2004, after the skeptical reporter became a Christian.
- How Democrats and Republicans came together for prayer in Hawaii, one of the United States’ most liberal states, triggering spiritual, social and economic reform.
- How Beaudry Oil, a prominent business in Elk River, Minnesota planted over 500 churches in the Ukraine, Kyrgyzstan, Armenia, Afghanistan and Iran, as well as churches inside prisons.
- How one prison guard at Olmos Prison, a violent and satanic prison in Buenos Aires, Argentina, led 60 percent of inmates to Christianity, eventually launching the country’s first Christian prison.

Ending Systemic Poverty

“Systemic poverty is different from personal poverty in that it is something that most people are born into and their fate is dictated and controlled by it,” writes Silvano. This story would outline Silvano’s plan for eliminating systemic poverty, including an examination of the four types of poverty Silvano discusses.

1. *Spiritual poverty* afflicts those who do not know that God is their father.
2. *Relational poverty* encompasses those whose focus is on themselves at the expense of the community they are a part of.
3. *Motivational poverty* is a state of hopelessness that engulfs those who have no adequate way or means (or the confidence) to tackle tomorrow’s challenges.
4. *Material poverty* impacts those who lack the basic necessities to sustain themselves.

How Can We View Work As Worship?

Silvano believes work was intended as worship, but how do we begin to view vocations sacredly instead of a burden? The story would examine how to make the switch from obligation to opportunity in the workplace, making the work week worshipful.

Gauging the Health of Nations and Rx for Healing

“The health (or lack of health) of a nation always reveals itself in the marketplace. If a nation is sick, the government is inefficient and most likely corrupt. Business is poor and powerless to provide adequately for the needs of the population, and education is anemic, unable to come up with solutions,” Silvano says. This story would examine Silvano’s plan for gauging the health of nations and the process of transforming them.

Quotables of *Transformation* by Ed Silvoso

The Bible: A History of Past Glories or a Living Manual for Transformation

“The Bible is a reliable record of God’s intervention in human affairs, and these stories are proof that God is very involved in the transformation of nations. It is about time to stop seeing the Bible as an echo of the past and to let it be what it is meant to be: the guiding voice for the future. To see what we have never seen, we must do what we have never done, or else we will continue to see what we always see.”

Are All Christians Ministers?

“When we talk about ministry, we usually think about preachers, evangelists, missionaries, youth pastors and Christian education directors—the people who commit their lives to serving us and others in churches and so-called ‘parachurch’ organizations. I have been making a strong point in this book about the calling and anointing also given by God to marketplace people for ministry in their spheres of influence.”

Four Lethal Misbeliefs that Derail the Church

1. There is a God-ordained division between clergy and laity.
2. The church is designed to operate inside of a building, mostly on Sundays.
3. Marketplace ministers are not as spiritual as pulpit ministers, mostly because they hold a job in the marketplace.
4. The primary role of Christians in the marketplace is to make money to fund the vision of those in the pulpit.

The Four-Step Progression of Bringing the Marketplace and Pulpit Together

1. To change the city, or the nation, the marketplace needs to be transformed.
2. To transform the marketplace, marketplace ministers need to be recognized.
3. To recognize marketplace ministers, pulpit ministers must reach out to them and partner with them.
4. To channel into the marketplace the spiritual wealth in the local church, through the strategic placement of marketplace ministers.

It’s Not about the Pew

“The key is to intentionally connect the pulpit with the marketplace. The key word here is to take, since it highlights that we are to go rather than wait for them to come to us. This thrust into the world goes counter to what we have been trained to do, and it will take a deliberate effort to reverse it because, except for occasional evangelistic forays, our traditional focus is primarily on the pulpit, and not on the marketplace.”

Eliminating Systemic Poverty

“The eliminating of poverty is central to the gospel message of redemption, and for that reason it is both a by-product and the most tangible social evidence of true, biblically based transformation. The elimination of systemic poverty may sound like a radical statement, but it is fully biblical and, if embraced, will have tremendous repercussions for the Church as we know it today—and even greater and more glorious ones for the world around us.”



About Harvest Evangelism (www.harvestevan.org)

The Mission of Harvest:

We are an inter-denominational ministry committed to the fulfillment of the Great Commission (Matthew 28:19,20). The Harvest team, led by founder and president Ed Silvoso, is dedicated to serving the entire Body of Christ around the globe while instilling vision for city, regional and nation-wide transformation. The Five Pivotal Paradigms for Nation Transformation, the Biblical principles of prayer evangelism (Luke 10: 1-9, I Timothy 2:1-8), marketplace transformation (Acts 2:17-21) and unity in the Body (John 13:35) form the core strategy for our efforts.

Five Pivotal Paradigms for Nation Transformation

- We are called to disciple nations, not just individuals. (Matt. 28:18-20)
- The Marketplace, which is the heart of the nation, has been redeemed and now needs to be reclaimed. (Luke 19:10)
- Every Christian is a minister, and labor is worship. (1 Tim. 2:1-8; Acts 20:34-35)
- We are called to take the kingdom of God to where the gates of hell are for Jesus to build His Church. (Matt. 16:18)
- Nation transformation must be tangible and the premier social indicator is the elimination of systemic poverty. (Gal. 2:10)

The Methodology – Luke 10:5-9

- Bless: Speak peace to the people and the systems. (v. 5)
- Fellowship: Listen. (v. 7)
- Minister: Address the felt needs in the name of the Lord. (v. 9a)
- Proclaim: Let it be known that the kingdom of God is nearby. (v. 9b)

The Biblical Objective:

- To lift up Jesus in the entire nation (Jn. 12:32)
- For Satan to fall down and all his demons to become subject to the Church (Lk. 10:17ff; Mt. 16:18)
- So that the world that has already been redeemed will be reclaimed, and sinners will force their way into the kingdom of God. (Lk. 19:10; Lk. 16:16)