

CROWN

KINGDOM BUSINESS MAGAZINE

Cover Story

Unlikely CEO's Our Story

**TAKING YOUR
BUSINESS TO THE
NEXT LEVEL**

What do you need to do to take your
business to the next level.

**TAKING OVER
THE WORLD**

How Christian Movies are taking over
Hollywood.

**DOING THE
IMPOSSIBLE**

How to accomplish your
impossible dream, in 2016



Crown Mag Vol.1

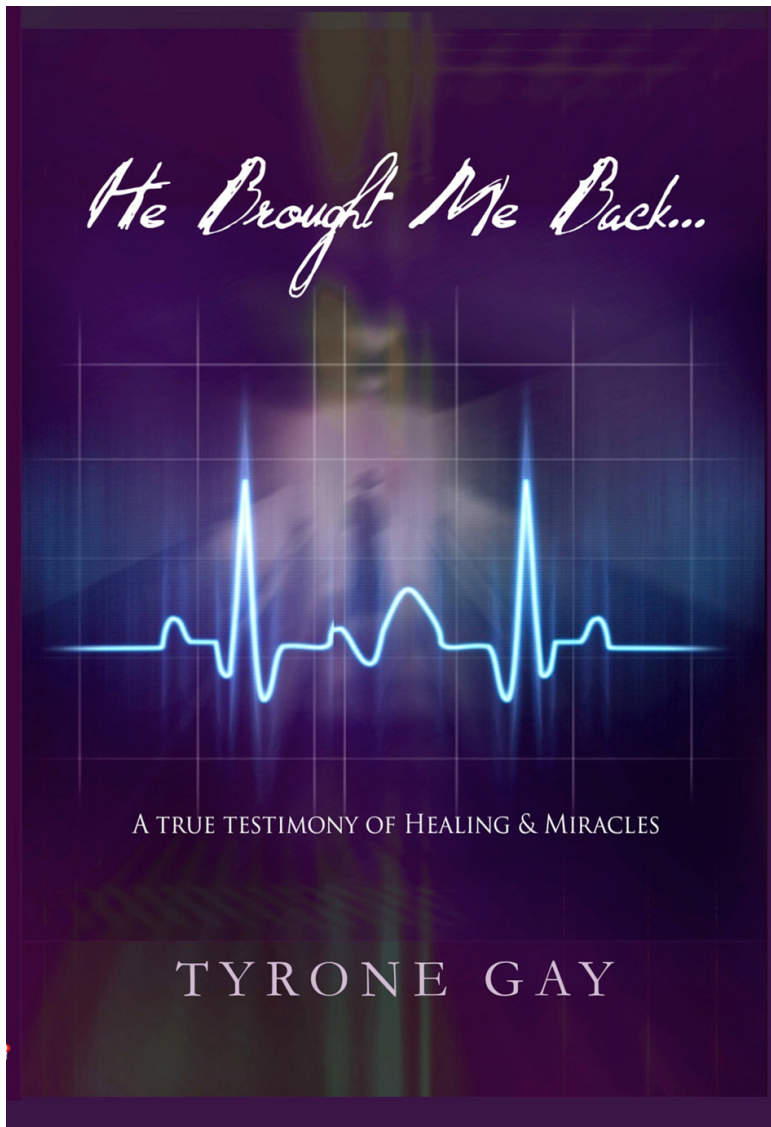
PHOTOGRAPHED BY JOYCE WILKINS

CONTENTS

5
TAKING OVER THE
WORLD

8
TAKING YOUR
BUSINESS TO

10
COVER STORY:
UNLIKELY CEO'S



12
Last Generation Publishing

Our Newest Book and Author
He Brought Me Back - Tyrone Gay

2
TABLE OF CONTENTS

4
SWEETS BY REGINA

5
TAKING OVER THE WORLD
CHRISTIAN MOVIES ARE BEGINNING
TO DOMINATE HOLLYWOOD

8
**Taking Your Business to the Next
Level**
CBN JOURNALIST TELLS THE STORY OF
A CHRISTIAN COUPLE WHO WENT
INTO BUSINESS

9
DESIGNS BY ALONDRIA

10
COVER STORY:
THE STORY OF RONDY & REGINA

12
HE BROUGHT ME BACK
by TYRONE GAY

13
**HOW TO DO THE IMPOSSIBLE WITH
GOD**

TAKE RISKS.
INACTION IS AS
MUCH OF A RISK
AS ACTION.

ALEC ANTOINE



*We provide the
Best Desserts
In Houston!*

**Call Us Today
1-888-304- 7171**

SweetsByRegina.com

*Let our sweets be the
talk of your event!!!*





AMERICANS
BETWEEN 18-29

40%

WILL WATCH A
CHRISTIAN MOVIE
THIS YEAR

THE AMOUNT OF
CHURCHGOERS
LIKELY TO WATCH A
CHRSTIAN MOVIE IN
THE NEXT 12 MOS

50%

TAKING OVER THE WORLD

BY JACOB SAHMS

THE TRUTH IS IN THE STATISTICS: THE POWER OF CHRISTIAN MOVIES IS ON THE RISE. FORTY PERCENT OF AMERICANS HAVE SEEN A CHRISTIAN FILM IN THE LAST YEAR, CITING THE INFLUENCE OF FILM IN THEIR LIVES. WHILE THE PASSION OF THE CHRIST REMAINS THE HIGHEST GROSSING R-RATED FILM OF ALL TIME, THE FAMILY-FRIENDLY EXPERIENCE FOR CHRISTIAN AUDIENCES IN THE THEATER AND AT HOME IS HAVING A GROWING IMPACT. WITH MORE AND MORE CHRISTIAN FILMS RELEASED EVERY YEAR, WITH GREATER BUDGETS AND HIGHER QUALITY INVOLVEMENT, THE SKY IS THE LIMIT FOR THE CHRISTIAN AUDIENCE AND THOSE WHO MAKE CHRISTIAN FILMS.

LIFEWAY RESEARCH RECENTLY RELEASED THE RESULTS OF A STUDY OF OVER THREE THOUSAND AMERICANS, CONDUCTED ONLINE (SEPTEMBER 2014) AND OVER THE PHONE (JANUARY 29-FEBRUARY 1, 2015). THE SURVEY WAS WEIGHTED BY REGION, AGE, ETHNICITY, GENDER, AND INCOME TO ACCURATELY PROJECT THE ADULT POPULATION OF THE UNITED STATES. AT THE NATIONAL RELIGIOUS BROADCASTERS NATIONAL CONVENTION IN NASHVILLE, THE EXECUTIVE DIRECTOR OF LIFEWAY RESEARCH, ED STETZER SAID, "GREAT MOVIES HINGE ON GREAT STORIES, AND THE BIBLE IS FILLED WITH GREAT STORIES. THESE NUMBERS SHOW THAT MANY AMERICANS ARE WATCHING, AND PERHAPS THIS WILL ENCOURAGE MORE AND BETTER FILMS."

OF THOSE SURVEYED, EVANGELICALS SAID THEY WERE MOST INCLINED TO SEE A CHRISTIAN MOVIE; WEEKLY CHURCHGOERS AND AFRICAN-AMERICANS WERE FIFTY-PERCENT MORE LIKELY TO WATCH A CHRISTIAN FILM THAN THE OTHERS SURVEYED. THOSE STATISTICS ARE ALL GREATER THAN THE NUMBERS FOR THE SAME SUBCATEGORIES IN LISTENING TO CHRISTIAN RADIO OR WATCHING CHRISTIAN TELEVISION.

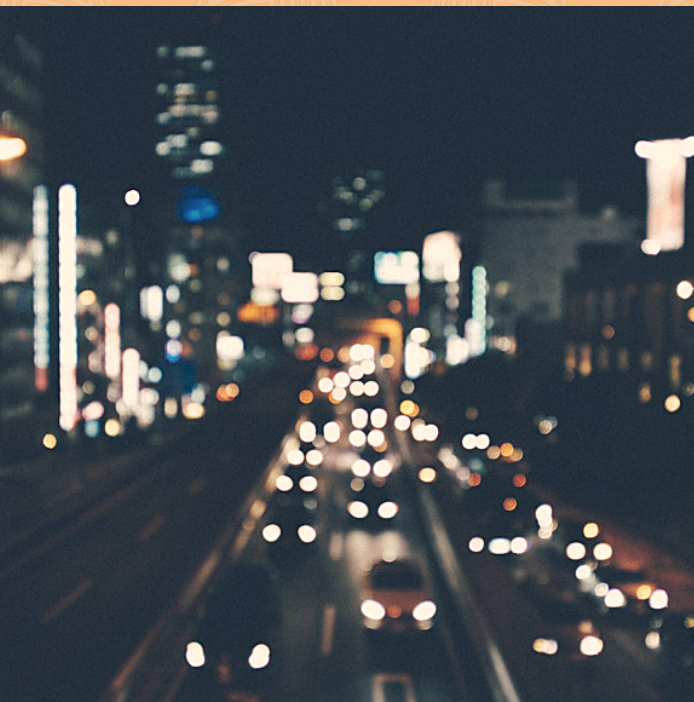
OF THE CHRISTIANS SURVEYED, AS MANY AS FIFTY-NINE PERCENT WATCH CHRISTIAN-BASED TELEVISION, WITH PROTESTANTS AND NONDENOMINATIONAL CHRISTIANS LEADING THE WAY. THIS IS A FEW PERCENTAGE POINTS MORE THAN THOSE READING CHRISTIAN BOOKS OR LISTENING TO CHRISTIAN RADIO. THE CHRISTIAN PODCAST WAS THE ONLY MEDIUM SURVEYED THAT WAS ULTIMATELY LACKING IN A CHRISTIAN AUDIENCE. STETZER SAID THAT, "CHRISTIAN MEDIA DELIVERS TEACHING, MUSIC AND ENTERTAINMENT TO A PREDOMINANTLY CHRISTIAN CONSTITUENCY. NOT SURPRISINGLY, THOSE WHO EMBRACE CHRISTIAN TEACHING WILL VALUE AND CONSUME THESE [THE PODCASTS] THE MOST."

BUT WHAT ABOUT THE AGE GROUP THAT STUDIOS AND NETWORKS CHASE THE MOST? FORTY PERCENT OF THOSE SURVEYED BETWEEN THE AGES OF 18 AND 29 SAID THEY WERE LIKELY TO WATCH A CHRISTIAN FILM, WHICH IS MORE THAN THE PERCENTAGE OF THOSE OVER AGE SIXTY-FIVE WHO RESPONDED. THESE ARE THE MILLENNIALS THAT BARN A IDENTIFIED AS BEING "SPIRITUAL, BUT NOT RELIGIOUS," WITH A PERSONALIZED MORAL CODE DEFINED BY SITUATIONAL ETHICS. THEY'RE THE POPULATION STATING THAT "RELIGIOUS FAITH IS VERY IMPORTANT" BUT NOT NECESSARILY IDENTIFYING WITH A PARTICULAR DENOMINATION OR BRAND OF CHURCH. BUT THOSE PEOPLE ARE WATCHING CHRISTIAN FILMS.

THE MILLENNIAL INVOLVEMENT IS REFLECTED IN THE TWENTY-FIVE PERCENT OF AMERICANS WHO WATCH THEIR PROGRAMMING ON A PORTABLE DEVICE EACH WEEK, LIKE A COMPUTER, PHONE, OR TABLET. [NEARLY FORTY PERCENT OF THOSE PEOPLE MATCH UP WITH THOSE WHO SAID THEY WERE CONSTANTLY ON SOCIAL MEDIA IN THE BARNA STUDY.] AN ADDITIONAL FIVE PERCENT WATCH ONCE A MONTH. STETZER SAYS THAT WOULD PROJECT TO A WHOPPING SIXTY MILLION ADULT AMERICANS TUNING IN TO CHRISTIAN PROGRAMMING EVERY WEEK!

THAT LEAVES CHRISTIAN FILMMAKERS IN AN ENVIABLE POSITION. WHILE GENERAL DISTRUST OF THE MEDIA HAS GONE UP, BARNA SAYS IT'S TIME FOR CHRISTIAN MEDIA MAKERS TO EDUCATE, MOTIVATE, ACTIVATE, REINFORCE, AND CELEBRATE WHAT THEY SEE OF THE GOSPEL TODAY. HIS SURVEY SHOWS THAT MOVIES ARE IN THE TOP TIER OF WHAT THOSE SURVEYED IDENTIFIED AS SIGNIFICANT INFLUENCES. REGARDLESS OF THE HURDLES FILMMAKERS FACE IN PRODUCING THEIR STORIES OF FAITH AND HOPE, THE CHRISTIAN COMMUNITY IS LOOKING TO THEM TO LEAD THE WAY TOWARD CHANGE. .





CHRISTIAN BUSINESS

TAKING YOUR BUSINESS TO THE NEXT LEVEL

CBN.COM

Rita and Jerry run a restaurant and catering business in the Philippines. Most months they just break even.

“We do alright, but it’s been our dream to get a second vehicle for our catering jobs,” says Rita.

Rita often watches the Philippine version of The 700 Club. That’s where she and her daughter saw the work Operation Blessing was doing to help others.

“We saw stories about people who gave to CBN and how they experienced God’s power in their lives. In my heart I felt a prompting to pledge a specific amount.”

As Rita prayed about giving that amount to CBN, her daughter turned to her and said, “Mom, what if God told you to pledge this certain amount, would you do it?” Rita was taken aback because it was the exact amount she had in mind.

Rita immediately called The 700 Club to make her pledge.

“I felt so much joy that I was able to do that, to give to the work of CBN and Operation Blessing,” says Rita. Her husband, Jerry, agreed with her decision to pledge. “When she told me about giving to CBN, I was enthusiastic about it. It felt right.”

One week later, the catering jobs started pouring in.

“People we didn’t even know began calling us. They all said someone referred our catering company to them,” explains Jerry.

More and more people started coming to their restaurant.

“We have a lot of new customers who come by the busload, even from far away! This is such a blessing from God. We see His powerful hand moving in all this,” says Rita.

Rita and Jerry have finally been able to buy the second vehicle they’ve always wanted for their catering business.

“The Lord did not just give back to us a hundredfold, but a thousandfold. We are so amazed by how God blessed what we gave Him,” says Jerry.

“Let’s listen to the Lord and obey Him,” adds Rita. “Let’s have faith that, as we give to God, He will show His goodness to us. He will return to us much more than what we’ve given Him.”

No matter what part of the world you call home, God is there, and His word is true. Rita and Jerry experience God’s Law of Reciprocity, “Give and it shall be given to you”, when they gave to CBN. Here is your chance to give to the Lord and see your dollars bring truth to hurting people, feed and clothe needy children, keep The 700 Club Prayer Counseling Center phone lines operating 24 hours a day, 7 days a week, and provide medical care to those who need a tangible touch of God’s love.



CREATIVE DESIGNS BY ALONDRIA

For all of your Creative Floral and Decorative Needs

About Us

ESTABLISHED IN 1997, CREATIVE DESIGNS BY ALONDRIA (CDA) STARTED WITH GIFT BASKETS AND SILK FLOWER ARRANGEMENTS AT LOCAL CRAFT SHOWS. IN 1998, AT A LOCAL CRAFT SHOW, A CUSTOMER APPROACHED THE ENTHUSIASTIC OWNER, ALONDRIA NELSON, ABOUT DECORATING WEDDINGS. LITTLE DID ALONDRIA KNOW, THIS WOULD BE THE START OF ANOTHER VENTURE OF HER BUSINESS-- WEDDINGS!

AT THE PRESENT, CREATIVE DESIGNS BY ALONDRIA SPECIALIZES IN FLORAL AND DÉCOR NEEDS FOR LOCAL AND OUT-OF-TOWN WEDDINGS, NEW HOMES, AND BUSINESSES AND ORGANIZATIONS IN THE HOUSTON AREA.

CDA IS AN ASSOCIATE MEMBER OF ALLIED FLOWERS OF HOUSTON. OUR WORK HAS BEEN DISPLAYED IN LOCAL BOOKSTORES, OUT-OF-TOWN CHURCHES, AND THE INTERIOR DESIGN FIRM, CALICO CORNERS.

ALONDRIA NELSON RECEIVED A CERTIFICATE FROM THE SCHOOL OF BUSINESS ADMINISTRATION DEVELOPMENT CENTER FROM THE UNIVERSITY OF HOUSTON-- "FIRST STEP: A BUSINESS START-UP WORKSHOP" AND "THE BUSINESS PLAN: ROADMAP TO SUCCESS."

CDA'S MISSION IS TO SERVICE OUR CLIENTS WITH A QUALITY PRODUCT THAT IS DESIGNED WITH CARE AND CONSIDERATION FOR THE NEEDS OF EACH INDIVIDUAL, COMPANY OR ORGANIZATION.

CDA IS COMMITTED TO FULFILLING EACH CLIENTS' DECORATING NEEDS BY OFFERING PROFESSIONAL SERVICES THAT ARE EFFICIENT, RELIABLE AND DEPENDABLE.



What CDA Can Do For You

WEDDING & SPECIAL EVENT
FLORAL ARRANGEMENTS,
ROOM & TABLE DESIGN AND
DÉCOR

CORPORATE EVENT FLORAL
ARRANGEMENTS, ROOM &
TABLE DESIGN AND DÉCOR

RESTAURANT & LOUNGE
FLORAL ARRANGEMENTS AND
CONTEMPORARY DÉCOR

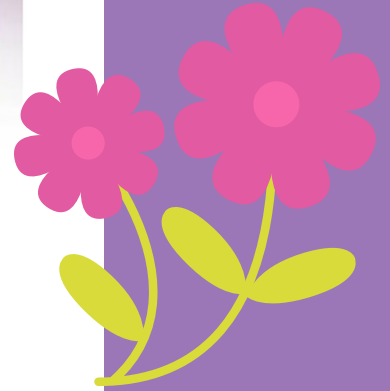
**HOTEL LOBBY, FRONT DESK,
AND GUEST ROOM** FLORAL
DÉCOR & ACCENTS

CORPORATE OFFICE & BUILDING
LOBBY, FRONT OFFICE,
CONFERENCE ROOM FLORAL
ARRANGEMENTS, DÉCOR &
ACCENTS

**CHURCH, HOSPITAL &
FUNERAL** FLORAL
ARRANGEMENTS,
DÉCOR & ACCENTS

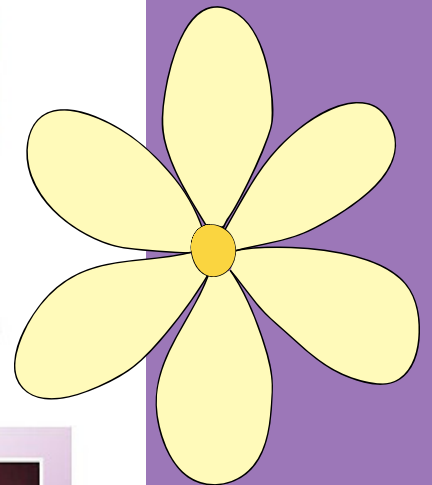
NEW HOME FLORAL
ARRANGEMENTS,
DÉCOR & DESIGN
ACCENTS

HOLIDAY DÉCOR & DESIGN,
ACCENTS, AND FESTIVE
FLORAL ARRANGEMENTS



CALL
281-221-3260

INFO@DESIGNSBYALONDRIA



COVER STORY

Unlikely CEO's

Rondy Long and Regina Long



HIS STORY

I was born in Charlotte, NC to a Single mother. My mom and dad were married shortly after I was born but the marriage dissolved after a couple of years. My mom worked hard all of my life as child, and I watched her struggle for many years. We just never had enough. I felt like I was always lacking the clothes that I needed and wanted. But one thing my mother made sure of...is that we had a roof over our head, food on our table, and a car to get around in. In 1978 we moved to Houston, TX. I suppose for most of my life growing we just got by and would be consider lower middle class or higher lower class. My mom did the best she could financially, but through it all I developed a Poverty Mentality.

I didn't understand money and always thought money was to be used to purchase things I wanted but not used for the things I needed. My mother never asked my dad, the government, or the Church for help, she just worked as hard as she could. I was given my first car, but no one ever really taught me how to take care of a car. I received a full College scholarship for playing football. I would get married during my Junior Year in College and I worked as a Youth Pastor. Through out this entire time I never understood money or how it worked. By my fifth year of marriage to Regina we (unnecessarily) had filed Bankruptcy twice. This was our lowest point financially. It took many years before I begin developing financial wisdom. It begin when I heard a preacher say, "Where you are financially today, is a sum total of all of the decisions you made yesterday." It was my decisions begin to seek God about money. Regina and I learned so much during this time.



DID YOU KNOW?

63% of American adults in their 20's want to start a Business

SOURCE: INC.COM

In 1999 I begin Last Generation Publishing. In 2006 I started a Real Estate Investment Business. Since then, we've gotten involved in the Greatest Business ever...the Kingdom Building Business. We started a church on April 1, 2012 in Houston, TX. Through our church and the Kingdompreneurs Group, we are helping others start and develop their own business, come out of debt, and bring glory to God through marketplace evangelism.

THE CONCLUSION ON PG 10

BUSINESS TRENDS, founded in 2003, is an award winning online small business publication. They say the 8 characteristics

Uh-huh...plans A, B & C -"how not to have my next baby before my 1 year old turned 1 1/2.

3. Setting Shorter Term Goals--

Yes, yes, yes, I had those...wash the dinner dishes before bed, wiping up that pee-pee accident, making sure I reserve just enough energy through my bulging baggy eyes for the big "S" tonight(husbands you'll get that on the way home)

Be sure to have:

4. An ongoing education--

Of course, of course...read 1 Dr. Seuss book a day sent from the children's book club, watch entire Veggie Tales collection, being sure to remember all the songs and doing extensive research on sibling rivalry.

5. Satisfy your customers--

Yeah-huh...give them more milk, more Apple juice, more cereal and most important of all "CHICKEN NUGGETS"

6. BE A GREAT MARKETER--

Great advice for the worlds most famous introvert...yes, that would be me[✧]

7. Be laser - focused on your work--

In between..."mama can I", "put that down", "leave that alone", "stop it", "that's mine", "I'm hungry"

And last but not least:

8. Never-Give-Up--

...the richest characteristic on this list for a stay at home mom such as myself.



Regina Long, in 2001, age 30 with stair step babies, realized she had the gift of baking in her hands. How do you, how could you develop a business with 4 small children pulling on your dress tail, residing in the city "your husband" grew up in, no blood relatives, no friends, no committed babysitters and married to the most ambitious man in town? Well, let's refer back to #8 which reads...Never-Give-Up!!!

Introverted, incomplete education(all in the name of love), shy, timid, fear of embarrassment and extreme fear of failure. 1 Corinthians 1:24-27 says, But unto them which are called, both Jews and Greeks, Christ the power of God, and the wisdom of God. Because the foolishness of God is wiser than men; and the weakness of God is stronger than men. For ye see your calling, brethren, how that not many wise men after the flesh, not many mighty, not many noble, are called: But God hath chosen the foolish things of the world to confound the wise; and God hath chosen the weak things of the world to confound the things which are mighty;

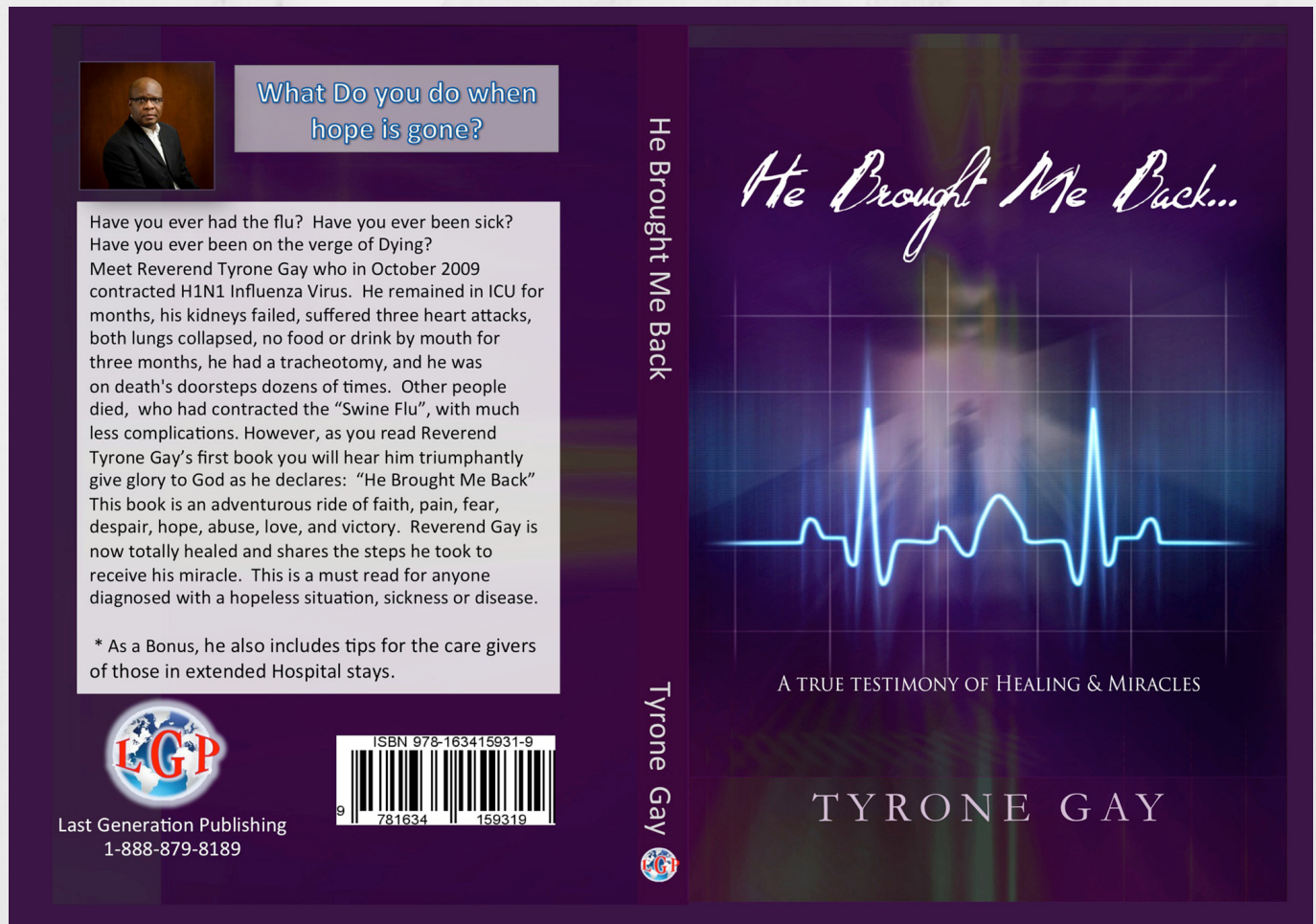
How did I get 18 years into this small business thing. I stayed my course, increased my faithfulness and my faithfulness increased my faith. Those things coupled with the anointing (Gods gifting), produced "Sweets By Regina". That's really all you need to start and make it. Everything else through time, can either be learned or outsourced. Never forget where you might be weak, our God is STRONG---the key to being a successful "Christian" business owner.



Rondy & Regina Long
Pastors/Entrepreneurs
Houston, TX

Our Newest Book

Last Generation Publishing



Tyrone Gay is the newest Author with Last Generation Publishing, he has shared the most riveting account of his battle with the Swine Flu and his triumph over it with his new bride by his side. This book should be in every Christians library because everyone of us must learn how to defeat sickness and disease for ourselves and for others.

Purchase your Copy at
lastgenerationpublishing.com

How to do the **impossible** With God

HOW TO DO THE IMPOSSIBLE WITH GOD

BY RONDY LONG

I often speak to people who retire or are about to retire. I marvel at the mundane way people have chosen to live.

When you ask people what are they going to do now that they are retiring... they honestly don't know. They have had no other purpose other than working for their department for 30 years.

They all say the same thing: Now I can sleep, no I can travel, now I can live.

environment means that copy editing often takes the form. However, I often wonder did retirement sneak up on them, or is their life so meaningless that they never found purpose. Ask yourself do you have a purpose, vision, or plan for yourself. If you have a vision and it is really from God it will be IMPOSSIBLE TO COMPLETE IN YOUR LIFETIME!

For with God nothing shall be impossible. Luke 1:37

The good news is that we can do the impossible...with God! Notice the scripture says "with God." It didn't say God was going to do the Impossible for us, but it implies our cooperation with God...He will do it with us.

The Bible says that we are "Co-laborers with God."

What an awesome thing to have God working with you as a work partner. As a business man or woman, many times we will face impossible situations. But be not discouraged, God can help you do the impossible.

Here are Four tips God gave me for accomplishing the impossible.

Stay Pure- keep your business dealings pure as well as your personal life.

If you sin confess it... 1 John 1:9

Allow yourself to Dream Big- Don't limit God! Conceive the impossible. God can do way more than you can ever dream.

Eph 3:20

Look around for a model of what you are doing - he will give you a mentor. 2 Kings 2:1-15 Walk By Faith and believe - even when you can't see it, act like it is so! 2 Cor 5:7



Publishing the Gospel Until He Comes...



Rondy Long Jr.
President & Founder

Phone: 1-888-879-8189

lastgenerationpub@gmail.com

LastGenerationPublishing.com

lastgenerationpublishing.com

OUR BUSINESSES

sweetsbyregina.com

designsbyalondria.com

kingdomacademyhouston.com

kingdomchurchradio.com

lastgenerationpublishing.com

A large, stylized orange swirl graphic that starts on the left, curves under the list of businesses, and ends on the right. In the center of this swirl is a brown circle with a thin orange border.

Crown