



“Entrepreneurship is a calling, just like being called to the ministry. It is derived from a French word meaning, ‘one who creates something new.’”



by Melanie Henry

# A New Order of Living by Faith

Phones rang, copy machines hummed and the IBM office in downtown Chicago buzzed with activity as the workday neared its end. Thirty-year-old Bill Winston cradled the phone with a sigh. *Nothing. Zero. Nada.* That’s what he had to show for six months of hard work. ∴ Grabbing his coat, he said goodbye to co-workers and stepped outside. Wind whistling between high-rise buildings blew his collar up and pushed against his back like an unseen hand. The sound of a jet engine roared overhead and he paused on the crowded sidewalk to look up.

**A** white contrail streamed across an azure sky. Like a message from his past, the sight of it filled Bill with memories of his childhood in Tuskegee, Ala., and the heroes who had surrounded him there. Their high-flying example had often inspired him to fight through hard times like this.

*The Tuskegee Airmen*—they were America’s first African American pilots. During World War II, when many people thought African Americans lacked the intelligence, skill, wisdom or courage to fly in combat, they had flocked to the Tuskegee Army Airfield from across the nation and proved their critics wrong. Hundreds had served overseas in World War II with such distinction that their names would go down in history.

Bill had been in the second grade

when one of those renowned airmen, the father of his friend Danice James, had returned from Africa. Meeting Daniel “Chappie” James Jr. had changed Bill’s life. Even now, some 20 years later, he could remember the spark of excitement and the vow he’d made after that encounter with the combat pilot who would become the first African American four-star general.

“*I will fly!*” Bill had said.

He’d done it too. He’d attended college at Tuskegee Institute (now Tuskegee University) and enrolled in ROTC, taking his pilot qualification exam his senior year. Pilot training in



the military had been challenging. There were still few African American pilots, and racism had reared its ugly head. But Bill had refused to be distracted from his goal. He'd learned to fly propeller planes, light jets and finally supersonic jets.

After a temporary duty assignment to Korea for jungle survival school, Bill had been deployed to Vietnam. He had returned home one year later having been awarded the Distinguished Flying Cross and the Air Medal for acts of heroism in aerial combat.

Bill Winston had grown up believing anything was possible. The African American pilots, entrepreneurs, scholars, professors and leaders who had surrounded him for years on a daily basis had left him with no doubt. That's why he had succeeded at almost everything he'd ever attempted to do.

Until now.

In his first nonmilitary position, Bill had joined IBM, gone through computer sales training and was put on the IBM sales team where he was paid primarily on commission...and he wasn't making many sales. Pulling his paycheck out of his pocket, he opened the envelope and groaned.

He wasn't earning enough to survive, and the stress was giving him stomach problems. What's worse, he felt anger simmering below the surface of his soul remembering the experiences he'd had while growing up in Tuskegee, when he hadn't been allowed to swim in white men's pools and couldn't attend their schools. While his white friends walked through the front door of a restaurant, he'd had to slip through the screen door in back. This lifetime of swallowed injustices was eating him alive.

Bill looked up to the wide blue sky where the jet's contrail faded into oblivion, much like the success he'd hoped to achieve at IBM. There was nothing better than being 40,000 feet above the earth.

If only he could be there now.

### Tapping In to God's Power

"It was one of the lowest points of my life," Bill recalls. "I'd been

raised in a Christian home, but never accepted Jesus as my personal Savior. When everything in my life started falling apart, I thought about going back to church but I had no idea where to go.

"I met a Catholic charismatic woman who invited me to a meeting on the north side of Chicago. I got born again at that meeting. When I did, the love of God renewed my heart and all the anger disappeared.

"Another woman prophesied, 'You're going to preach!'" Bill recalls. "I didn't want any part of that so whenever I saw her I ran in the other direction."

Even so, Bill's spiritual appetite had been whetted. One day he tuned the radio to a Christian station while he was driving to a sales call and heard a voice say, "Hello, this is Charles Capps..." Listening to the man preach, Bill was hooked. From then on, he listened to Charles every chance he got. On the radio he also discovered Kenneth Copeland, Kenneth Hagin, Fred Price and Lester Sumrall. From them, he learned about the integrity of God's Word, the laws of faith and the power of his own words.

At home he watched Kenneth Copeland's *Believer's Voice of Victory* broadcast, and became a Partner with KCM. He listened to messages by Kenneth and Gloria Copeland, and read their books. Little by little, he learned to handle problems in his life by faith.

### The Word Works!

Soon, Bill's sales began to take off, and before he knew it, he was the top salesman in the office. Then, he was promoted to a first-level sales manager. The Word of God was working in his life!

Things rocked along until an economic drought dried up sales for the whole company. Toward the end of the month the manager was desperate to see some revenue come in.

From God's Word, Bill had learned that when you're working the law of faith, you have to *say something*. So

early in the morning on the last day of the month, when his sister phoned to ask how he was doing, Bill chose his words with care. "I'm doing fine, thank you," he replied. "If you call me back this afternoon at 5, I'll have more business than I can put on the books."

Around noon, Bill's salesmen started phoning in orders. By 5 p.m., he had generated so much business that his boss looked over his shoulder and said, "Hey Bill, that's enough! Save some for next month!" There was enough to meet not only Bill's quota, but the other sales managers' as well.

Bill soon climbed to the top sales-manager position.

### Fulfilling the Call

"I worked for IBM for 14 years and learned a lot about business and organization," Bill says. "During those years I often shared my faith, but I finally realized the Lord was calling me to preach.

"I left IBM, and in 1985 my wife, Veronica, and I moved to Tulsa where I attended Oral Roberts University. I believe God sent me there to learn something that changed my life. It was Isaiah 48:17: 'Thus saith the Lord, thy Redeemer, the Holy One of Israel; I am the Lord thy God which teacheth thee to profit, which leadeth thee by the way that thou shouldest go.'"

Until he discovered that scripture, it had never occurred to Bill that God was interested in profit. But the more he meditated, the clearer the truth became. Profit—or increase—was God's plan for His people and He had promised to teach them how to do it.

This was the difference, Bill realized, between just "having church" and operating in the kingdom of God. According to the Bible, there would be no end to the increase of God's kingdom.

His whole paradigm shifted.

That verse birthed a dream in Bill's spirit: a dream to build a business school that would teach Christian businesspeople how to operate using Kingdom principles—and how to profit God's way, regardless of the economic climate.

### Birthing a Dream

In time, Bill and Veronica started having Saturday meetings in a hotel near downtown Chicago. People stayed away in droves. Bill visited one of his old colleagues at IBM who offered him his job back. It was tempting, but instead of giving up, Bill pressed in to God and his divine assignment. Then a door opened—he was offered a small storefront church facility in one of the highest crime areas in Chicago. Bill took it. He continued to teach the principles of faith and taught people to see themselves as blessed. Line upon line, precept upon precept, he declared the Word of God. He operated in the laws of faith, and the Word did not return void. Living Word Church became Living Word Christian Center and moved to the Chicago suburb of Forest Park, where people started coming in great numbers.

As Bill continued to meditate on Isaiah 48:17, his vision for the church grew into a Kingdom mandate. The Lord began revealing to him the roles of kings and priests in the kingdom of God. He realized that under the old covenant, when God wanted to build the Temple, He didn't send the priests out to wash camels. They were never required to raise funds.

It was the kings who provided the finances.

King David gave Solomon all the money he would need to build the Temple. King Solomon bought the materials and oversaw the building project. The priests blessed it, dedicated it and ministered to the people. Sure, that was old covenant, Bill reasoned, but we have a new covenant built on better promises. Should priests/pastors suffer lack? Should they be trying to raise money?

No, they shouldn't—not in the Kingdom culture. "Who are the kings of the new covenant who have been called, anointed and appointed to bring finances into the Kingdom?" Bill asked God. The answer: *Mainly, they are entrepreneurs and business leaders.*

### He's One of Us!

As his revelation grew, Bill expanded his ministry to include television. One day, Kenneth and Gloria Copeland were in Chicago when Kenneth saw Bill's broadcast on TV. After listening to him, Kenneth said to Gloria, "He's one of us!"

Not long after that, the two men met and an enduring friendship was established. Not only did they share a love for God and His Word, but both were pilots, and pilots like hanging out together. Kenneth invited Bill to preach at his meetings, and Bill did the same.

In 1999, Bill gave birth to his dream. He established Living Word School of Ministry, designed to train "priests" or full-time clergy for the Kingdom. He also established the Joseph Business School, which was designed for the "kings"—businesspeople who desire to be entrepreneurs. Classes are offered on Saturdays for nine months each year. Its goal is to take back the economics of the world and eradicate poverty wherever it is found.

"Entrepreneurship is a calling, just like being called to the ministry," Bill explains. "It is derived from a French word meaning, 'one who creates something new,' and is meant to bring growth and advancement to a community or nation. When God transforms a city or region for His kingdom, one of the things He does is set entrepreneurs and business leaders in place along with missionaries and priests. They both have a grace to turn the economy around and advance the kingdom of God."

The Joseph Business School was recently awarded national accreditation. In addition, the U.S. Department of Veterans Affairs has approved the school for qualified veterans to receive Montgomery GI Bill education benefits to pay for their tuition.

But the church didn't stop with business and ministry schools.

"We bought a 33-acre shopping mall," Bill says. "We needed a miracle, and the Lord directed me to sow a *big* seed, and we reaped *big!*

We took ownership and now retailers are paying us rent, and providing over 400 jobs for the community. We also have a water-bottling plant. We're working to make it portable enough to take to areas that need clean water. We deal in gold and silver through the Great Lakes Monetary Consultants company and we have Golden Eagle Aviation at historic Moten Field in Tuskegee. Through sales profits, we've contributed millions of dollars in taxes and helped boost the economy in our local community and state."

### In Order to Go Up, Sow Up

"Part of the reason things grew so quickly for me was partnership with KCM," says Bill. "The law of association with successful ministers brings that same anointing on me. I've discovered that if you want to go up, you have to *sow up*, not just to the needy. Gloria's book on prosperity (*God's Will Is Prosperity*) was another turning point in our lives. I believe Kenneth and Gloria's integrity has made them both end time models for today's Christian ministry."

Each year Bill Winston hosts two conferences: the International Faith Conference and the Missions and Marketplace Empowerment Conference, bringing kings and priests together. In addition, through Faith Ministries Alliance, he oversees more than 540 churches and ministries worldwide and teaches faith around the globe.

What's next? "We're going to add a patent department to our Joseph Center because there is a tremendous explosion of new inventions that are about to be released to the Church," Bill explains. "The kingdom of God is not just a government, but a new order of living by faith. It is not just a future hope, but a present-day reality where men and women are born into it, and empowered by The Blessing to transform the most devastated environment into a Garden of Eden. It is time to get excited, even radical, because phenomenal things are about to happen." 🍷