

Gerald A. Higginbotham, “Dr. Gerald”, Expert in Biblical Promises and 21st Century Community Wealth-Building

Gerald Higginbotham (Dr. Gerald) is Executive Director of Unity for a Better Community. He is an educator, entrepreneur, and community activist who is also a commercial airline pilot of 18 years with a major air carrier. He holds a certificate from the Joseph School of Business and Entrepreneurship, and diplomas from Light Bible College and Power Learning Systems in Information Age Development. He also holds a BA in Psychology from California State University, Northridge and a Ph.D. in Biblical Studies and Divinity from the Jesus of Nazareth Church Ministries.



Gerald has a long history of business development and community activism that was born out of his personal experience; he was seven years old when he witnessed the Los Angeles riots in his South Central back yard. In 1991 he developed a network of entrepreneurs who implemented and operated a successful restaurant in the St. Louis area. He was instrumental in introducing Financial Literacy education to numerous faith-based organizations, and co-founded a successful wellness center in the Atlanta area.

Captain Higginbotham is currently CEO and President of Living Learning in Faith Everyday, Inc. (LLIFE), and Executive Director of Unity For A Better Community, Inc. -501.(3)(c) Organization. He has written a book, *Collaboration, Teamwork, and Networking*, that is available at Amazon.com. He frequently speaks and conducts workshops at regional and national events.

A video that showcases his speaking skills is online at the website: <http://www.success-networking.net/authors>.

Speaker Topics (Also available as workshops)

I. Powerful Promises for Black Families

Black families have a legacy view of God's promises as limited to a place of happiness and freedom from the stresses of living that is only available upon death. “Wealth preachers” have capitalized on this perception by urging behavior that promises reward, such as tithing. Dr. Gerald's approach is to explain, through verse and stories, the Bible's promises within the context of history and geography. The picture that emerges shows the audience (including Black people) that God's promise of dominion over the earth, and other promises, include them.

- How knowing your Biblical History can totally change self-image
- How spiritual awareness opens up doors to new horizons
- How to build a positive legacy for the next generation

II. Empire Building on a Shoestring

Empire building, in this context, is starting where you are and building business ownership in urban and other communities. Few people in these communities understand that membership-based organizations hold a powerful tool in its members. Relationships and trust are already established. A common vision for the future is more likely to be achieved. These characteristics make it possible for the organization to secure contracts among its members, and leverage their value to obtain funding for new ventures. The other key component that Gerald covers is to ensure that business participants have sufficient knowledge to fulfill their roles in the business ventures.

- The power of Contracts
- Teams that get the job done
- How to build a wealth-conscious organization with a spiritual center

III. The Lure of Bright, Shiny Objects

In a culture of instant gratification, get rich quick schemes, many feel compelled to overspend in order to “fit in.” “Fake it ‘till you make it” is a phrase frequently tossed out in many circles. All of this has led to a lack of preparation for excellence and sometimes a disdain for learning and excellence. Even worse, it has led to making purchases that people can ill-afford. Gerald talks about the impact of this kind of behavior, and how knowledge and spirituality can help overcome it.

- What happens when you try to “keep up with the Jones”
- Substance versus semblance
- The “Poseur” syndrome
- Instant Gratification