



## Season 10: Episode 6 | Caleb Park | The Story of a Young Business Leader's Relationship to Scripture

Hello and welcome to Scripture Untangled, a podcast by the Canadian Bible Society. My name is Joanna la Fleur. I'm a friend of the Canadian Bible Society and I'm going to be your guide for today's episode.

Today, Caleb Park will be interviewed by veteran journalist Lorna Dueck. Today's guest, Caleb Park, joined the CBS Board of Directors in October 2023. With work experience across various industries and countries, Caleb is passionate and versatile as a leader who thrives on challenges.

His core competencies include hospitality, consulting, international business, and problem solving. Currently, Caleb serves as the manager of franchise performance at Tim Hortons, where he acts as a business consultant and coach to franchise owners and their restaurant teams on all aspects of their operations. In his current role, Caleb reviews the financial business and operational performance of 76 restaurants in the greater Toronto area, identifying opportunities for improvement and collaboration with franchisees and their leadership teams to develop solutions that enhance performance.

His responsibilities also include things like new restaurant openings, renovation projects, and the rollout of new initiatives that support sales growth. He holds an honours IBBA from the Schulich School of Business at York University. Outside of work, he also volunteers at C3 Church Toronto and Young Life.

Enjoy this conversation.

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**Lorna Dueck:** So welcome to this part of the Bible Society, the podcast, Caleb.

Welcome.

**Caleb Park:** It's my pleasure. Thanks for having me, Lorna.

**Lorna Dueck:** Well, we're delighted that you're on the board of directors, that you find time for that in your busy schedule. So, let's just back up a bit and ask, how did the Bible become part of your life, Caleb?

**Caleb Park:** I think the Bible, I attributed all this to my family, Lorna. I'm so grateful to have grown up in a Christian, loving, faithful family.

And I'm the fourth-generation believer in my family. And that is thanks to the American and Canadian missionaries that came to the land of Korea, they never knew in 1888. And I'm the beneficiary of their sacrifice and all their hard work.

So here I am. So, I grew up seeing my both parents and my grandparents reading Bible. I lived in a multi-generational household, so that I lived with my grandparents.

And the Bible has always been a part of our lives. I'll see them reading it multiple times a day. And for me, just growing up, it was just natural for me.

And, you know, come to think of it now, I'm just realizing how privileged I was, just going to have grown up in that household. It is not common, but I'm so grateful for how the Bible was a culture in my family growing up.

**Lorna Dueck:** Wow.

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Well, are you still in a multi-generational family now? Do you live all together still?

**Caleb Park:** No, unfortunately, I moved out of the house.

**Lorna Dueck:** You live alone. After all that busy multi-generational, you live alone.

**Caleb Park:** But perhaps I can, you know, start one. I mean, the whole point of the multi-generation was just, I love the community aspect. But also, both my grandparents have now passed.

So unfortunately, they're not in the picture. But again, I'm so forever grateful for the legacy they have left for their children and their grandchildren and so many more generations to come.

**Lorna Dueck:** And were you raised in Canada?

**Caleb Park:** So I was born and raised in Toronto from an immigrant family.

My parents moved to Canada to serve on the staff team with YWAM here. And we moved back to South Korea when I was four, when my grandmother passed away. It was difficult for a family to stay apart from the family, extended families.

So I decided to move back. And then I grew up there for the next six years. And I didn't know at the time, but my mom brought me and my brother to Vancouver when I was age 12.

And in hindsight, I learned later in my life that that was because of the marriage conflicts that my mom and my dad were having. But now they wrote a book about it. And that book is now one of the bestsellers in Korea right now.

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And they're having a ministry to help the broken families to come together again. And they're doing a lot of the marriage counseling. And it is a ministry at the moment.

**Lorna Dueck:** Oh, my. And you weren't aware as a child that there was a rocky marriage, and they hung in there even though they were a continent apart.

**Caleb Park:** Mm-hmm. I was having my best time. I loved my life in Vancouver as a kid.

**Lorna Dueck:** Oh, what's the name of your folks' book? I guess it would be in Korean, would it?

**Caleb Park:** It would be in Korean.

If you translate it, it'd be like, "the learning their spouse" (Let's learn about our spouse.) It's a rhyme. It's just a rhyme in Korean. So, it's a phenomenal book title. It's in Korean, it's Baewooja-rul Baewooja (배우자를 배우자). So if you're Korean, I want to encourage you to check it out.

**Lorna Dueck:** Okay. Wow. So, you really saw discipleship lived out as a child, so much so you weren't even aware of the storm going on in trying to keep the family together.

You were then fully Canadian about your education until your business degree took you to some very interesting places. You've had two career paths, one in politics, one in business. But let's go first to your education.

You've got a business degree from Schulich (Schulich School of Business) in Toronto, part of those studies done in Beijing, where you did Chinese market studies. How would you describe that?

**Caleb Park:** Schulich is a great institution, and I highly encourage anyone in the high school to pursue it. It has definitely given me a good foundation of knowledge of the business and how our economy works.

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At the same time, I'm glad I'm done. It was very challenging in a sense that it is a very small class. It's a 20 to 1 ratio between students and faculty.

So if I'm late to school, the professor would know. The professor knows everyone by name and then he would call people out. I'm putting people on the spot, so we are always ready to contribute.

We're always ready to just see the presence in the class. I love that aspect. At the same time, it was very difficult, to say the least. But at the same time, I'm so happy that I've completed it and it's a great school.

Part of the program involved my semester in Beijing, at Peking University, and that was one of my highlights, definitely. Studying the Chinese market from the book in the classroom was so different than actually being there in the country and rubbing shoulders with the leaders, future leaders there.

The consumer behavior was so fascinating. For example, I saw Coke. It's served in a warmer.

In America, in Canada, it's so cold, right? I mean, if it's luke warm, the people would sometimes complain. I complain. But it was a shocker for me to see how Coke is sometimes considered as a medicine, and then served as a warm drink, in that culture.

**Lorna Dueck:** Coca-Cola is a warm drink in Beijing. A heated drink. Wow. Many things that we could go down that rabbit trail. But you actually leave your business education to go into politics.

You were assistant to the, like you finished your degree, but you go to become the assistant to the deputy leader of the opposition in the Senate.

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**Caleb Park:** Yes.

**Lorna Dueck:** The chamber of “sober second thought” for Canadian policy. Why did you jump into politics like that?

**Caleb Park:** Lorna, from a young age, I always had a heart for the country and for the leaders, and praying for our country and leaders was a habit of mine. And perhaps it's because of, I felt always indebted to our country.

If you look at the history, like I wouldn't be here breathing today if it wasn't for the sacrifice of our veterans who fought in the Korean war. Like literally my family and I wouldn't be here doing this interview. So I always felt indebted for this nation.

I was looking for ways to serve our country in some ways, some shape or fashion where my abilities match with the work. And for me, the heart and prayer for this country has naturally led me to meeting with Senator Martin on the Senate. And it was an incredible experience.

It really was an incredible experience to be there on the Parliament Hill, but also to serve for the leader that I wholeheartedly respect and just look up to is definitely a privilege. And you'll know if you speak to staffers on the Parliament Hill, the Parliament Hill experience varies so differently based on who they work for. And I can say definitely that I feel really privileged and grateful to have worked for Senator Martin because I learned the importance of sincerity of public service.

Like for anyone in the Parliament Hill, we need to ask ourselves, are we there for our gain and interest? Or are we there to actually to serve the public and for the good of those who actually, are the next generation that we might never see? And what I really appreciate about my time there is it's just sincerity of our hearts. And she works really, really hard. And not only to

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support Senator, but also all the staffers that sacrifice a lot of their personal time away from families and friends.

And they, from early morning to late, late evenings, like there is no time. It's a really backed up, back-to-back schedule. And I'm so grateful that I've gained that perspective.

And I thank all the public officials, including Senator Martin for their service.

**Lorna Dueck:** I wonder what you think, you know, we're going to get to your business efficiency role that you are in now in fast food leadership, versus the process of political decision making in Canada. The Senate, this chamber of sober second thought, it's supposed to slow everything down and really make sure, are we doing the best for our citizens here? What did you take away from the value of that, of the chamber's process of slowing things down?

**Caleb Park:** I think our forefathers, native national forefathers are brilliant.

We think about different models out there in the world today. And we see in the States, both Senate and the House of Representatives are elected, right? And we see other nations like China, where it's based on Wǔ nián jìhuà (五年计划 - five-year plan), what they call it. So, every five years, they'll plan the national strategies and people, different countries have very different ideologies and governance.

And I think we brought the best of the both models together in the Westminster system here, in that where the lower chamber is elected by the people of the day, whereas the upper chamber, the sober thought as you call it, it has to work as a sober second thought to think about the aspects that the lower chamber sometimes miss, because it's swayed by the public opinions of the day. But it's supposed to be by design, think about the long-term effects of how this legislation will affect different stakeholders, not for this generation to right now, but also

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generation to come. So, I have so much tremendous respect and admiration for our parliamentary system.

**Lorna Dueck:** And I'm sure you still pray for the government of Canada.

**Caleb Park:** Absolutely.

**Lorna Dueck:** Still must be a passion.

Wow. I want to shift over to the education you trained, for business. And you go from the Senate to the world of launching seven Chick-fil-A restaurants in Canada.

That's a big, that's a big shift. What happened? How did you feel the Lord leading you to make such a big change?

**Caleb Park:** Right, absolutely. I think I'm debatrical at all.

So from age 12, I lived apart from parents. That is my upbringing. And let me let me explain a little bit of backstory.

And when my dad and my mom, my dad reunited after two years of the marriage conflict, they moved back to South Korea. So, at that point, I had to make a decision to stay here in Canada or move back with them to South Korea. And I don't recall making that decision.

But based on my parents, they said I made a decision to stay here. And I'm glad that I did. And that led me a journey of my childhood living with a legal guardian that we found online.



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I'm so grateful for their influence and their guardianship and the providing homestay. Homestay is more of a staying with a family, and they provide lodging and food and care. So that was my upbringing.

**Lorna Dueck:** Your formative teenage years were lived through that source.

**Caleb Park:** And I'll visit my parents every two years in the summer for a couple of weeks. And so, I did that until the age when I was working for the Senate.

And there was an opportunity that came by for me to explore the private sector in East Asia. It was a defense procurement for the Asia Pacific region. And I jumped into the opportunity because I wanted to explore not only the business aspect, but also what it would feel like to be around family again, because I grew apart from family.

And even before COVID, this virtual chatting was my norm ever since the age 12. And back then it was Skype, not the other teams or whatever. We can remember the Skype.

Yeah, so I did. I did try to live physically close to the family in South Korea. So that inspired me to move.

And I learned a lot through that journey. And what I want to share is, I hit a point, I think it was about seven to eight months into the private sector role in South Korea, that everything looked good on the outside. It was a good, stable corporate job.

Yet I felt very, very empty, utterly empty. And I had to probe myself, like, do I continue on this journey? And what needs to change? And that led me to a conference hosted by the Billy Graham Association at that time. And one of the speakers was Greg Thompson, who is my mentor today.

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And he is retired. But at that time, he was working for the support center at the Chick-fil-A headquarters. And he was talking about the founder, Truett (Samuel Truett Cathy), and the legacy that he wanted to build, the culture of the business.

And yeah, all about the value of the organization. I was captivated. It was a two-day or three-day conference.

And it was the same session, back-to-back. But I found myself sitting in that front row for all those three sessions, identical sessions, because I was so captivated. And my heart did beat again.

I felt alive again. And at that moment, I knew that I had to make a switch to Chick-fil-A and whatever that may look like. So, I approached him after the conference and inquired about what opportunities there are to partner with Chick-fil-A.

And that was my entry to the hospitality industry.

**Lorna Dueck:** Wow. First in Canada, then over to the U.S. with Chick-fil-A.

What did you learn about leadership in that organization?

**Caleb Park:** Yes. So many, so many. I grew a lot as a leader in that.

We call it a leadership development program. It is a three-and-a-half year, about, around there. And it draws you into the deep and into the management.

So, my role was interim manager, which means when a store is absence of franchisee, for whatever reasons, it could be a retirement, or it could be relocation. People like me are going to the store and act as an acting franchisee of a senior leader of the organization, of the

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business. And I learned a lot as I traveled around different states, from Mississippi to New Jersey, Arizona, Indianapolis, California, et cetera.

But one thing that I really learned in that journey was this. And this is from Truett, the founder. "Check if they're breathing. And if they're breathing, they need encouragement."

Now, let me backtrack. I think the question was, how do you know if someone needs that encouragement? And the answer was check if they're breathing.

And that struck, that is really striking to me because if you go into any establishment, like food establishment, you'll see workers, but it is so easy as a customer to overlook them and to consider it as a transaction, right? But we need to remember that the people behind the counter are also the same human beings with different stories, right? So, I have learned the importance of slowing down to meet them where they are, to hear their stories and follow through and walk the journey together, whatever that means. And that's my encouragement to this audience too. Like next time you go to Tim Horton's, next time you go to Chick-fil-A or other food premises, your kindness goes a long way.

**Lorna Dueck:** Come on, you're in the fast-food business, big time you're in the fast-food business, and you're telling us slow down and encourage our staff, please.

**Caleb Park:** Yes. I mean, it can be just a small thing.

Please don't hold up the line at the counter, but it can be a simple thing as good morning or a smile. Well, I hope you have a good day. I mean, that short gesture goes a long way for our staff.

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**The Bible Course:** Pausing this conversation for a minute to tell you about the Bible Course, because whether you're a seasoned Bible reader or you're just starting on your journey, the Bible Course offers a superb overview of the world's best-selling book. This eight-session course will help you grow in your understanding of the Bible. Using a unique storyline, the Bible Course shows you how key events, books, and characters all fit together.

It's great for in-person groups, but you can also use it for digital gatherings. It can be used wherever you like. Watch the first session for free and review the accompanying course guide.

Go to [BibleCourse.ca](https://BibleCourse.ca) to learn more. That's Bible Course . c a. And as always, the link will be down in the show notes.

**Lorna Dueck:** Wow.

Well, so that's a fundamental leadership lesson you learned in this journey to the highest levels here of franchise management, is encouragement. Encourage staff, encourage colleagues. Wow.

Okay. So from Canada, well, from Chick-fil-A, you get scooped over to Tim Horton's Canada. And you know, I remember you and I had a chat at a banquet we were at a little while ago, and you just said to me, so when's the last time you saw somebody happy serving you at Tim Horton's? I want to make the staff happy. How do you make the staff in Canada's breakfast, lunch bar, the busiest place it is, how do you as a leader, top-level leader, try to make staff happy?

**Caleb Park:** Yes, absolutely. It is incremental. It doesn't happen overnight.

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And we are the brand; we have been serving our Canadians ever since 1960s. And truly, our team members are the heroes, and our franchisees are the heroes. They work really, really hard.

And, you know, how do you balance serving the guests quick, at the same time, offer the hospitality? That's always a question that we need to wrestle in this industry. Because, for example, in the city, like Toronto, for example, hospitality means fast service. Whereas in the rural, more countryside, people perceive the hospitality as more of a talking to talk to me while you're serving it.

That's not much of our life, right? It doesn't have to be long, but more of a hospitality of going for second mile service, saying hi, how are you? How's your day? What's your plan for the day? But to go back to your question, I think it is all about the encouragement. And it starts from the leader. If the leader does not set the tone, it will never occur.

And part of my approach is to be that role model for team members. So, whenever I go into the stores, for example, I'll roll up my sleeve, wash my hands and start serving the guests alongside them on the cash. And you'll see me, and I demonstrate by through the actions.

And I take time to sit down on the team members and leaders to hear their stories. And once people feel they're cared for, they can then extend the hospitality to the guests. I think about what Stephen Covey said.

I think he said, I'm paraphrasing here. Nobody cares what you say until they know you care for them. I'm on a mission to bring that spark back to the Tim Hortons, really iconic, the Canadian brand.

And it's a great workplace where not only our teenagers and our more senior members of our team, but also it is a great avenue for newcomers to begin their journey in Canada and learn the culture. And to extend and extend the hospitality and build relationships in this new

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country, I think is a phenomenal company and a phenomenal opportunity we have every single day at different 4,000 locations nationwide. And I'm on a mission and my colleagues are on a mission to bring that spark back.

**Lorna Dueck:** We have 4,000 Tim Hortons in Canada. Did you say 4,000?

**Caleb Park:** It could be global.

**Lorna Dueck:** Okay. But your portfolio has 76 of them in the Toronto area.

What are you learning about Canadians, about us, as we drive through, run in, looking for breakfast or lunch every day? What are you learning about Canadians? What kind of brain trust does Tim Hortons hold on our temperaments?

**Caleb Park:** It is very diverse, Lorna, as you know. Toronto is the most diverse city in the world today. And it definitely reflects that.

And I love how different personalities interact with each other at our locations. So, it is really hard to generalize to answer that question because it varies. It varies based on, even by leadership, who leads the store or demographic of a neighborhood.

For example, in downtown Toronto, it's so much different than my market in Peterborough or another market in Colbert versus Oshawa. It's a very different clientele. But what I love about our team is because we're also diverse in our language, in our culture, our understanding, we can cater to those needs of the guests who come to our store too.

So, that's what I love about our Canadian context. They're so diverse.

**Lorna Dueck:** And how do you handle the stress of that, of what your job brings? What's your stress buffer protection?

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**Caleb Park:** I think about also, I love this author, Stephen Covey.

He wrote a book. And I think what he said in the book was, “seek to understand others first.” And that's what I try to do in a more tense conversation that I have with franchisees and team members.

And I look at it as a Golden Gate Bridge in San Francisco. It's a suspension bridge, right? It takes; it makes a stability by having two sides constantly pulling each other. And if one side remains stagnant or pulls more strength than the other, the bridge collapses.

And in the franchise world, I think there's always going to be a friendly tension. And that is healthy. And in any relationship, we should have a conflict.

And if we don't have conflict, we might be holding back or avoiding the conflict. But it's better to talk about and to come to understanding of it. So, in those conversations, when I have them, when they occur, I try to seek to understand where they're coming from and help them to understand where I'm also coming from and how I can go partly together to find a solution together.

**Lorna Dueck:** Wow. You're also a board member with us at the Canadian Bible Society. And you've got this busy career, seeing people make a steady stream to purchase food.

The Bible Society is in the business of sharing the bread of life, the bread of life. Are there any market lessons we could be adapting for Bible distribution from the fast-food industry?

**Caleb Park:** That's a great question. I never thought about that, actually.

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I mean, Tim Hortons, we are, there's a running joke by American comedian that every stop, there seems to be Tim Hortons on every corner of Canada. And that's so true. It is so accessible.

And we have our own, what we call my own Tim Hortons, right, that we go to frequently. And part of our strategy is being accessible to Canadians, to our everyday Canadians. And we are doing an amazing job at the CBS on the Bible Engagement part.

We host the conferences and workshops here and there.

**Lorna Dueck:** And the podcast is part of Bible Engagement as well.

**Caleb Park:** Absolutely.

And I really appreciate all you do for the podcast. And I think this is a great example of how we distribute but also engage the audience to the Bible. And the more access points we have to the Canadians and all across the world to the global audience, then the more avenue to converse the Bible and what it means to us and how it can be applicable in our lives.

I think that's the key to drive engagement.

**Lorna Dueck:** And do you see challenges that the Bible Society is facing for that wider access? Do you see challenges in Canadian culture?

**Caleb Park:** Not necessarily a challenge. I think our team is doing a phenomenal job at the CBS.

Having said that, as a young person, before being asked to serve on the board, I had never heard about the Canadian Bible Society. And hopefully this episode, this podcast can reach all the more audiences that usually would not encounter CBS, but hopefully it could be an avenue for people to learn, and how they can contribute, and how they can spread the Word to ultimately follow the Lord and have people engage in the Bible.



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**Lorna Dueck:** You have got some good experience in helping people engage because aside from your job, you got involved in church planting in Toronto.

You volunteer with a very successful, very urban, young Canadian church, C3. What did you learn having a front row seat and watching a church go from zero to, I don't even know how many hundred you are at now, but what did you learn about growth for the Christian gospel?

**Caleb Park:** Oh, yes, absolutely. And for the record, I think I need to clarify that I don't serve on a team, the ministry team.

I consider C3 Toronto as my home church, and I volunteer on different teams on locations. But it's definitely an exciting time to be part of C3 Toronto. Incredible leadership, very charismatic leadership.

And we have three locations in the greater Toronto area from downtown Toronto, Uptown, and then the Hamilton. But we're also launching another campus soon in Mexico City, in Mexico. C3 is part of the network of global churches.

It's from Australia and we have about 600 locations worldwide. But just talking about Toronto proper, Toronto example, for example, I'm very encouraged to see young folks coming to faith through this church. And it is a low barrier church, in my opinion.

Sometimes it can be intimidating to go into more formal services. But when you walk in, you just feel like you're just in a social setting. People who look like you are there, people who talk like you are there, dress like you are there, and all different walks of life are present.

**Lorna Dueck:**

And a nice coffee bar.

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**Caleb Park:** Yes. Have you been to the C3?

**Lorna Dueck:** Yeah, I have. I have. And it is phenomenal. I think you've all done a terrific job of welcoming a new demographic into church with, let's call it the low barrier approach. It's a party. It's a party to go to C3. I found it that way.

Okay, I want to get back to you and the Bible as we wind up our time together. So, what is your daily Bible, or is it daily? What is your Bible reading practice?

**Caleb Park:** It's the first thing that I do in the morning when I wake up. I don't check my phones.

I don't check my computer. The first thing that I do is sit in silence and dive into a chapter or two a day. Right now it has been the book of Proverbs, and it's really convenient because it's 31 chapters, one per day, and I can cycle through.

And I sit in silence, I sometimes pray, but the whole focus is to just sit in the presence of God, and set the tone right for the day and try to listen if there's any whispers or a direction that God wants people to think about throughout the day. It definitely sets the right tone for me for the day. And as I go about the week, sometimes a Bible verse would pop in here and there.

So, I'll pause and look through the Bible to see the context. I think it's so important to see the context, the whole picture, to understand what the verse actually meant and try to discern how that can be applicable in my life.

**Lorna Dueck:** And I'm guessing you're a print Bible reader, not a digital one.

**Caleb Park:** So, I'm a hybrid, Lorna. So, I love to have a physical Bible in my home when I'm home. But when I'm traveling on the road, I rely on the digital.

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For me, the format doesn't really matter as long as the Scripture is intact and sound.

**Lorna Dueck:** You've chosen Proverbs 22 verse 1 as a guiding verse for your career. It says in Proverbs 22 verse 1, *A good name is to be chosen rather than great riches and favor is better than silver or gold.*

What does this verse mean to you in the context of your career of leadership and influence?

**Caleb Park:** So, this verse was highlighted to me in my life through the legacy of Truett when I began to work for Chick-fil-A corporate in 2020. This is one of his key verses that determines his leadership style at Chick-fil-A. And I still carry that verse as my core verse to this day in my own career at Tim Hortons.

And I'm quoting Truett here, I'm paraphrasing him. There are many Bible verses that do not contradict. The Bible does not contradict the business principles.

It often is complimentary. So that's one example where it is still applicable in our business success. So that in our industry means we are in the business of serving people with safe and quality food.

And it's all about trust. So that verse is all about trust. People are trusting us.

So that's why they walk into our doors and pay with their money, hard-earned money for coffee or donut or chicken sandwich. And it is our obligation from the other side to provide a safe and quality food that nourishes people and nourishes their hearts. But once the trust is broken by taking shortcuts or cutting corners, that trust erodes.

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And we have seen different cases in the past where people got sick because of food-borne illnesses. And that's not acceptable. That is not acceptable.

You know, I think about as a customer too, I love going to Chick-fil-A because I know how the food is being prepared, that I can trust, that I know it is a safe and quality food. So, I think about that verse in my role of coaching the team at the restaurant that we cannot compromise people's trust. Food quality, food safety has to be paramount and guarded at all costs.

So that's how that verse is applicable in my life today.

**Lorna Dueck:** That's beautiful, I'm going to order my Tim Hortons a little differently with that in mind. That's both personal and if we would take that into our workplaces, that the name of our work carries with it an invitation to trust. And what are we doing about that?

Well, Caleb Park, have I missed anything? Is there anything else you'd like to add to this conversation?

**Caleb Park:** I love this opportunity to chat, Lorna, and there's really my hope that Bible will be more relevant and people will be more engaged in the Scripture daily, especially for my generation, especially for those in the mega cities like Toronto, Vancouver, because I do want to see this country come alive and people living fulfilling life. And I think about this verse as I'm closing. Oftentimes we talk about eternal life, right? And what is the purpose of eternal life? Is it going to heaven? And it's great.

I look forward to being in heaven. I look forward to being with God in heaven. At the same time, I think about the verse.

Let me pull that out real quick. And this is what I'm thinking of nowadays. This is John 17, three, and Jesus talking.

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It says, *“Now this is eternal life, that they know you, the only true God and Jesus Christ, whom you have sent.”* So, in that first, Jesus is telling us our eternal life purpose is to know him. This is not about going to heaven, because remember, heaven is also a created thing.

We, I think we have put so much emphasis on the creative things rather than the creator. And all that to say like this Bible and all that we do at CBS is for creating an avenue to know Jesus, to know God. And on that note, I just want to thank you for all you do for podcasts and all the CBS staff, all the hard work you do for translates to distribute and engage the audience.

And I hope that more and many more people can know Jesus through the Scripture.

**Lorna Dueck:** Well, Caleb Park in Toronto, thank you very much for sharing your childhood journey, your academic journey, politics, business, food service management in Canada, all woven together with deep Biblical principles. Thank you, Caleb Park. Thank you.

**Caleb Park:** It's my pleasure. Thank you, Lorna.