

Dear friend

I've got some exciting news to share with you! Magic City Woodworks has officially become Manufacture Good—a rebrand that has been in the making for quite some time. We believe this brand shift better embodies who we are and leverages the work being done in our workshops for the glory of God and the good of our neighbors. Centrally, our intention is that this carefully curated rebrand will bring cohesion to what we've been building for the past nine years.

You might recall that we began this work in a one-car garage in 2013 with a bold vision to see young, unemployed men find purpose and passion through work. Because that technical work utilized wood as its primary medium, I named the venture "Magic City Woodworks." While we've grown tremendously since we first started work in that one-car garage nine years ago, our vision hasn't changed one bit. Nearly 100 men have been served through our apprenticeship experience, and we are eager to see how those numbers grow in the coming years!

As "Manufacture Good," we will continue to do the work the Lord has called us to as we hire young men to mill lumber and work with wood as a primary medium, and we will also continue our welding work as we pursue other crafts and mediums that could be assets to our growing organization. Most simply, our wholehearted work will provide common goods for the common good.

Yet along with our rebrand comes a more focused mission statement. Rather than teaching the "Art of Workmanship," we want to be clear that we are most passionate about teaching the "Heart of Workmanship." While our mission is practically executed through six-month paid apprenticeship experiences, it is supported through the work of our staff and those apprentices who wholeheartedly craft common goods such as furniture and other practical items for consumers and corporations.

It's that wholehearted work we want to be sure goes into everything we produce. We arrived at the name "Manufacture Good" by recognizing how God presents the idea of work in the biblical narrative found in the creation story. In Genesis 1, we see God repeatedly calling what He has created "good." All He created He called "good," and the entire world was intended to bring glory to His name! But rather than trusting God's "good," we decided to make our own way. Just two chapters later we read about the Fall of Humanity in Genesis 3, and as a result, man is told that he will toil and sweat until he returns to dust (Genesis 3:17-19). While we often feel that work is hard and tainted (and it is because of the Fall), we wholeheartedly believe that all work can be redemptive as we give glory to the One who first defined "good." Certainly redemptive work builds worth and leads to the creation of fine material goods, but–more than anything–redemptive work points us to our need for a Savior Who promises to make all things new!

So whether you are new around here or have journeyed with us from the beginning, we want to be completely transparent: while our name, colors, and consumer-facing experience is changing, our vision is not. The name "Manufacture Good" simply more accurately encapsulates the work that is being done here on a daily basis.

We hope you celebrate this exciting milestone with us by helping us share our news with those in your community, and—as always—please don't hesitate to reach out or swing by our new showroom or the shop! Let's Manufacture Good in 2022!

Gratefully

Lawrence Sheffield Founder