



On 28th Avenue between Lake and 31st Streets Minneapolis, MN 55406 • 612-729-8358 • office@htlcmpls.org • www.htlcmpls.org
WORSHIP SERVICES: 8:45 and 11:00 am • CHURCH SCHOOL: 9:45 am • Jay Carlson, Pastor

GOSPEL SONG

A few years ago, Frontline aired a program about advertising called "The Persuaders." It follows the history of marketing, showing that in earlier years ads focused on the products they were selling and what they did. A shift occurred, however, when advertising began trying to associate products not only with what they actually performed but with the emotions associated with them and even the meaning systems they could supposedly create. Marketers applied words such as "transcendence" and "community" and "diversity" to the brands they were selling. They began promising greater meaning through consumption.

Dr. David Lose referred to this program at a conference last week organized by Luther Seminary. He pointed out that advertisers put a lot of effort and money into such branding techniques. Messages bombard us constantly, telling us that buying the right products will make us happier and more satisfied with life. They do it because it works. Then, when a product disappoints us by not making life more meaningful, they expect that we will simply go after the next one.

As people of faith, how do we respond to this loud and constant false promise in our culture that deeper meaning can be found in the things we buy?

Dr. Lose offered two options. The first possibility is to do what we can to block out the message of the "persuaders," by turning off the TV and avoiding advertising as much as possible. He likened this approach to how Odysseus, the figure from Greek mythology, responded to the beautiful music of the Sirens. Knowing that their call was irresistible but also that it led sailors to shipwreck on the rocky shores, he plugged the ears of his crew members with beeswax and had himself tied to the mast of the ship. That way the sailors could pass by the Sirens without being drawn into danger by their song. Similarly blocking out the messages of consumerism in our world today is sometimes appropriate, especially for children. But it is impossible to do all the time.

Instead, Dr. Lose suggests, a better approach would be to follow the example of Jason. According to myth, when Jason passed by the islands of the Sirens, he brought with him Orpheus, who was known for his gift of music. Using his lyre, Orpheus played a louder and even more beautiful song that drowned out the enticing song of the Sirens. For us, the more beautiful, more powerful song is the message of God's love revealed to us in Christ. Our identity in God is greater than the stuff and status we build up for ourselves.

This Sunday in worship, the Gospel of Luke invites us to honestly ask ourselves how much meaning, security, and happiness we can achieve through our material possessions. Surely there is some, but not nearly what our culture promises. Therefore, we are invited also to hear and celebrate the good news of God's grace. It is a message we need to hear every week, every day.

—Pastor Jay M. Carlson

TENTH SUNDAY AFTER PENTECOST

Jesus urges us to take care and be on guard against all kinds of greed. Life in Christ includes a radical reorientation of our values. Just as the newly baptized shed their old clothes in order to put on new garments, so Christians are called to let go of greed and take hold of a life shaped by God's love in Christ.



LESSONS

- Hosea 11: 1-11
- Psalms 107: 1-9, 43
- Colossians 3: 1-11
- Luke 12: 13-21

SUNDAY ADULT FORUM

9:55 am — In the library

August 1 "Lament for a Son"
David Berg, Holy Trinity Member

A congregational book reading project, David Berg leads the discussion of the book in which Nicholas Wolterstorff recounts his struggle to deal both with God and with the soul-searching pain of grief after the accidental death of his son.

August 8 "Faithfully Growing through Life's Narrow Spots"
Ruth Bachman

Ruth is a woman, wife, mother, grandmother and left trans radial amputee. Her message focuses on the resources that have helped her to step boldly into life as an amputee—but, more importantly, how they provide a framework to step into all of life's experiences—the good, the bad, and the ugly. She will share how paying attention in life provides the opportunity to grow.

WAYS TO SERVE

Call the church office at 612-729-8358 to volunteer or for more info
*Holy Trinity members prepare and serve dinner once a month at the Trinity Apartments. If you would like to volunteer 1-2 times per year, please call the church office.

*Volunteers are needed to bake communion bread. Please call the church office if you can help either occasionally or regularly. Recipe will be provided.

RAIN GARDEN FACT

Did you know . . . that there are many benefits to native plants : The long roots find their own water, filter out pollutants, are as maintenance free as plants can be – no mowing, fertilizer nor pesticides; they cost less in the long run; they add beauty, habitat, food & cover; they reduce air pollution, and since they do not need to be mowed, native plants also reduce water pollution.

PARISH INFORMATION

SPECIAL SUMMER MUSIC

Please come early to worship services this summer to enjoy special music. Aug. 1–Gospel Hymns and Songs, Ann Schrooten; Aug. 8–Shakuhachi (Japanese) Flute, Leo Hansen; Aug 15, 22, 29–Holy Trinity Musicians.

LONGFELLOW CORN FEED

We're looking for volunteers to represent Holy Trinity at the Longfellow Corn Feed, Thurs, Aug 5, 5:30-8:00 pm at Longfellow Park, 3435 36th Ave S. Spend part of the time at the Holy Trinity table, then stay and enjoy the neighborhood celebration! Wear your Holy Trinity t-shirt if you have one. Fun for the whole family–live music, free health screenings, hair & face painting, spray tattoo artist, hot & fresh roasted sweet corn and more!

DIALOGUE BREAKFAST– “NO PEACE IN THE MIDDLE EAST IS POSSIBLE (WITHOUT UNMASKING THE LIES AND TELLING THE TRUTH)”

Wednesday, Aug 18, 8-9:30 am. Rev. Philip Wheaton, an Episcopal priest in Washington D.C., has served as a missionary in Latin America and as the director of the Ecumenical Program for Interamerican Communication and Action America (EPICA) with the Latin American Department of the National Council of Churches. He is also a theologian of liberation and author of many books, including Flowering of the Prophetic Word in the Americas. A light breakfast will be served and registration is \$5. Please call 612-729-8358 to register.

HOLY TRINITY DAY AT THE MIDTOWN FARMERS' MARKET–AUGUST 21

Holy Trinity will be featured at Midtown Farmers' Market on Saturday, August 21. Come one and all to the best farmers' market and be seen wearing your Holy Trinity t-shirt.

LAST CALL! SUMMER MUSICAL FOR CHILDREN AND YOUTH

August 2-5, we predict a *100% Chance of Rain* – a jazz musical about Noah and the flood. It will help children and youth highlight the construction of our new rain garden in a unique way. We'll rehearse each day from 9:30 AM to noon and present our performance on Thurs, Aug 5th, at 7 PM. Open to singers/actors in grades 1-8. Scripts are available for those who are interested in a major singing or speaking role. Register by calling the church office (612-729-8358).

HOLY TRINITY LABYRINTH

Volunteers are needed to assist with taping and painting a new canvas labyrinth. Scheduled times are from 6:30-8:30 p.m. in the mini-gym, Aug. 3rd, 4th and 5th and Aug. 9th, 10th and 11th. Sign up in Community Room.

COMMUNOPOLY, a play by neighborhood youth (including Holy Trinity member Emma C.) will be presented at the Minnesota Fringe Festival. There will be five shows between August 5-14 at Intermedia Arts, 2822 Lyndale Ave. S. For more info and to order tickets, visit www.fringefestival.org/2010/show/?id=1355.

THE COMMUNITY CHURCH USPS 777-060

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PARISH EVENTS August 1- August 7 2010

Sunday	8:45, 11 am	Worship Service of Holy Communion
	9:55 am	Adult Forum
	12:15 pm	1st Sunday Musings @ Glaciers
	2:00 pm	Swahili Service
Monday	9:30 am-Noon	Youth Musical – <i>100% Chance of Rain</i>
	7:00 pm	Peace with Justice and Outreach Committees meet
Tuesday	9:30 am-Noon	Youth Musical – <i>100% Chance of Rain</i>
Wednesday	9:30 am-Noon	Youth Musical – <i>100% Chance of Rain</i>
	10:00 am	Lectionary Text Study
Thursday	9:30 am-Noon	Youth Musical – <i>100% Chance of Rain</i>
	7:00 pm	Youth Musical Performance – <i>100% Chance of Rain</i>

Rain Garden by Dennis Hauck, Liz Blood, and in honor of **June Englund's** 90th birthday, by Earl and Bunny Anderson

African Pastors Endowment by Bud/Sylvia Dixen

Johnson Symposium Scholarship Fund by Sally/David Kohlstedt

World Hunger by Vern/Vi Michaelson and in memory of **David Lindell** by Gary Johnson

WORSHIP PARTICIPANTS August 1, 2010

8:45 AM		11:00 AM
Jay Carlson	Preacher	Jay Carlson
Jim Hartsoe	Celebrant	Rob Englund
Brian Lenz	Crucifer	David Krig
Ann Schrooten	Cantor	Ann Schrooten
Danya/ Anton Werth	Acolytes	
Joyce Peterson	Liturgist	Deb Anderson
Jeff Weiss, David Berg	Communion	Dawn Wiczorek, Mike Mann
Bob Peschiutta, Doug Stolba, Paul Krumrei	Ushers	Bob/Helen Norheim, John Kelly, Ron Peterson
Carol/David Berg	Altar Guild	Dennis/Lynda Nordholm
Laura Fowell	Nursery	Melanie/DeWayne Townsend, Laura Fowell
Robert/Jeanette Brown	Coffee Servers	Scott/Stephanie Cole
Vern/Vi Michaelson	Counters	Stella Townsend, John Sulzbach
	Closer	Rod Johnson

OPPORTUNITY SALE

The annual Opportunity Sale will be held on Sat. Oct 2 from 9 am-2 pm. We are collecting usable donations in good working order now through Sept. 30. Please check electrical or battery items to make sure they work and attach a note that they do! Please place items inside the 2nd set of cul-de-sac doors.

Financial Report	July 25	Year to Date
Budget Requirements	11,076.92	332,307.69
Budget Receipts	11,430.32	316,139.73
World Hunger	700.00	1,965.02
Haiti Relief	--	6,569.70
Central American Fund	--	60.00
Capital Improvements	--	40.00
Rain Garden (current year)	100.00	28,035.37
<i>total donations to Rain Garden</i>		37,580.46
African Pastor's endowment	50.00	425.00
Youth Opportunity Fund	--	952.00

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