

Spiritually Speaking

Greatest in the kingdom of God?

This week we are invited to become great in the sight of God by doing God’s will, as Jesus did, surrendering our lives to the service of others. The passage from the Book of Wisdom sounds like a messianic prophecy similar to the “Suffering Servant” prophecy in Isaiah, referring to Christ’s passion and urging us to choose the path of righteousness in spite of painful consequences, as he did. In the second reading, James warns us that selfish ambitions destroy peace and cause conflicts and war. He advises us to choose the path of righteousness and humble service, which leads to lasting peace. Jesus, in today’s Gospel, gives us glimpses of who is the greatest in the kingdom of God. He answers the argument for the apostles: child-like humility and selfless service make one great in the eyes of God.

The Book of Wisdom (2:12, 17-20) describes the words of the wicked: Start persecuting good people and see what happens to their faith, see if God will come to save them. We know that the blood of martyrs is the seed of Christianity; through suffering and hardship the religion originated and has expanded. Before Emperor Constantine, the civil society put many hardships and cruelties against believers. Some gave up their faith, but many were able to stand firm and to die for their faith. The challenge for us today is this: Am I willing to die for my belief in Jesus as Lord, as God, and as the one who gives Himself to us in word, in sacrament, and in His Church?

St. James (3:16 - 4:3) is emphatic about the contrast between spiritual wisdom and earthly wisdom. The author states that the main cause of conflicts come from our jealousy, worldly cravings, selfish ambitions, our desire to possess what we do not have. James contrasts jealousy and selfishness with the wisdom from above that produces a harvest of righteousness. The author concludes that many of our prayers are not granted or heard by God because we always ask with personal inclinations instead of for the good of others. He warns us to avoid jealousy and selfish ambition, and look for the common good of all. St. James says that wherever sin is present, there is disorder and every foul practice. The challenge for all of us is to continue to fight our sinfulness.

Today’s Gospel of Mark also speaks about such a dispute among the apostles.

Presenting a child before them, Jesus explains that one who wishes to be first among them must be a servant to all. True greatness consists of humility and service to one’s fellow men and is never self-centered. It sees and responds to the needs of others and presupposes empathy and kindness. This vocation belongs to the Church as a whole and to every member of the Church, bearing witness to Jesus through service. Whenever members of Christ’s Church have forgotten or ignored this call to service, the Church has suffered and become stagnant.

What does it mean when Jesus states that those who want to be the first must be the last? We must become great through humble, self-giving service, willing to accept, welcome, and serve those who are considered unacceptable and undeserving. We must welcome people the way a child welcomes them before he is taught discrimination. If we are to be truly great, we must accept four challenges: (1) to put ourselves last, (2) to be the servant of all, (3) to receive the most insignificant human beings with love, and (4) to expect nothing in return. A child represents the most powerless member of any society. Jesus also shows us that we must be careful to serve the least important. The Christian must show hospitality to those who have no social status: the outcast, the sinner, the sick, the feeble. The Christian must serve all of God’s children, friends or foes. Such people represent Jesus in our midst and must be welcomed, respected, and helped. Jesus also tells us that we must care because then we really serve Jesus and His heavenly Father. Let us pray for the true spirit of service, for an attitude of love for those around us. We need to ask the Holy Spirit to help us become truly great through humble and selfless service. Mother Teresa puts it like this: “Be the living expression of God’s kindness through humble service.



Fr. Thankachan Joseph

Business Speak

Having an Effective Social Media Presence

By Greg Smith

In today’s world, it is essential that your company has a strong social media presence. Given that well over 90 percent of businesses utilize a variety of platforms to market their products or services, it’s essential to find the right strategy and a way to stand out from the competition.

First, it’s necessary to decide which social media networks will best reach your desired target audience. Using a social media platform which your customers don’t begin to understand or will never access, obviously won’t drive sales. For many, Facebook is the best place to start simply given the sheer volume of users (over a billion daily). Instagram and Pinterest are additional options.

Engaging with customers by creating an open-ended dialogue helps create organic conversations. Inform them about an industry related topic, share ideas, and even ask for advice or allow them to share an opinion about your products and services. While it’s important to remain professional, you can also show your sense of humor and post a picture of your favorite four-legged friend. Make it real.

Interesting photos of what’s happening at your business (even a sneak preview or behind the scenes photos) are a great way to attract attention. It’s not always necessary to accompany the photo with text—a compelling photo just keeps that top of the mind awareness rolling. Find creative ways to demonstrate your expertise through “how-to” content—informative videos are a great way to accomplish this.

Be down to earth. It doesn’t always have to be about you...take advantage of National Observance Days to create interesting posts. These can be used to raise awareness or to simply have a little fun. And who doesn’t need a little levity these days? International Peach Pie Day, Polar Plunge Day, Festival of Sleep Day...you get the picture.

If customers are looking for a product or service you cannot provide, it’s a great opportunity to offer recommendations for other businesses—perhaps those with whom you shop personally. This helps build trust with your customers and will foster valuable business to business relationships.

Always be gracious. Take the time to show appreciation to your customers and remember that not everyone is going to love you. If someone has a complaint, acknowledge their concern and express how providing exceptional service is always your goal. Contact them offline to explore options to resolve the issue and, of course, if someone is being vulgar or socially inappropriate, the delete and block buttons are at your ready.

The bottom line is social media is an excellent, affordable, and effective way to market and brand your business. Whether you undertake this yourself or employ the services of a professional, finding ways to set yourself apart from your competition and engage your clients to increase revenue is a key part of your continued growth.

Death Notices

Raymond J. French - Lifetime Heppner resident, Raymond French died on September 5, 2021 at Heppner at the age of 94. He was born May 18, 1927 at Pendleton, Oregon. At this time no services are planned. Sweeney Mortuary of Heppner is in care of arrangements.

Justice Court Report

Morrow County Justice of the Peace, Glen Diehl, has released the following Justice Court report:

-Emma K Rietmann, 19, Ione was convicted of VBR, fine \$265.00.

-Eric A Lawhead, 33, Ukiah, was convicted of DWS, fine \$440.00.

-Nathaniel C Maret, 20, Heppner, was convicted of VBR, fine \$165.00.



Greg Smith

Good News Only

by Doris Brosnan

At the top of several individuals’ “good news” lists last week: Rain!! Reported amounts varied from almost a half-inch to close to an inch, all of it long-awaited and just enough to whet appetites for more.

Kelly Wilson and Luke Barnett plan to wed in June! This happy news come from Kelly’s mom, Mindy, and dad, Steve. Luke works in an electrician’s apprenticeship program with BASF (railroad) and Kelly works for BEO. She is the granddaughter of Carmen and Danny Wilson, Nola and Delbert Binschus, and Kit and Shirley George.

Rita Dezoete planned to include lunch at the Willow Creek Terrace to celebrate her 89th birthday on the 12th with friends and family, prepared especially for her: pasties (pronounced “pass-ties” by the British), a meat pie she acquired a taste for many years ago when a British friend made the dish for her and her husband, Arnie.

(Please accept apologies for the error in the “View from the Hill” column two weeks ago in which Rita Bowman was erroneously listed as the birthday girl, instead of Rita Dezoete. I am sorry, RB, if you have been receiving untimely cards and best wishes!)

Planning by daughters, grandkids, and a sister, made Patty Prock’s birthday celebration a reality on September 11. After family pictures at the golf course, the group “motored” (Delpha Jones quote) to the cemetery to honor “Papa Jim’s” birthday, which was on the 11th, and each family member laid a carnation on his resting place. From there, to Tricia and Dave Gunderson’s home for a barbecue. Pat actually turned 86 on the 12th, so back in Pendleton with daughters and sister Ferne, she was able to extend the celebration through dining out.

Bob and Sharon Harrison’s children honored them for their 60th wedding anniversary with a celebration at the G & B Building last Saturday. Beautifully decorated tables, balloons, pictures from their “memory lane,” and a large photo on canvas of the entire present-day family welcomed all the attendees. Impressive, Harrisons.

On the 22nd, Bill Gentry will join the “Honor Flight” to DC with other Korean-War veterans. Bill has looked forward to this trip since the Covid-related postponement last year. Joining him on what promises to be a whirlwind trip of activities, daughter Janet Greenup vows to report highlights afterward.

David and April Sykes attended church at St. Mary’s Catholic Church in Pendleton Sept. 5, where their son, Andrew plays piano and sings in the choir. Afterward they had lunch with sons Andrew and Chris, Chris’ wife Rachel and their two kids, Waylon and Sophie.

Congrats to the Mustangs, who topped Warrenton in a nail-bitter football game last Saturday, 15-12. Ione’s game with Imbler didn’t happen because the other school had to cancel due to Covid cases, but the volleyball team had good news after their anticipated opponent, Helix, also had to cancel: quick work resulted in the Ione and Heppner teams playing each other, instead. A rousing good time.

Cross-country runners Trevor Nichols, Ed Ellsworth, Joe Sherman, Jacob Finch, Tom Rudolf, Roen Waite, Hailey Heideman, Kylie Boor, Hannah Finch, and Harley Anderson were not intimidated by runners from larger schools at a meet last Friday – including The Dalles, Umatilla, Hermiston, Southridge – and the men’s team accumulated enough points to rank third as a team! Congrats to Trevor for his third-place.

The sounds of construction have returned to Chase Street, now that a Covid-19 delay has passed. So, soon the concrete of the sidewalk edges will appear by the newly added gravel base for the street.

And soon Thomson Square will be paved, the vendors will have returned, the new information center will be available.

Since “a smile is just a frown turned upside down,” it might easily develop on a reader’s face when you share your upbeat news! Please, send your “good-news tidbits” before Monday afternoon to dbrosnan123@gmail.com, or call 541-676-5382 or 541-223-1490, or stop me on the street.

Here’s hoping that some good news comes to everyone reading this.

Jessica

Good luck in Pharmacy School!
We will miss you!
~ Murray’s Pharmacy Staff ~
Heppner - Condon - Boardman

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