September 27, 2019

Scripture

Once when Jesus was praying in solitude, and the disciples were with him, he asked them, "Who do the crowds say that I am?"
They said in reply, "John the Baptist; others, Elijah; still others, 'One of the ancient prophets has arisen.'"
Then he said to them, "But who do you say that I am?"
Peter said in reply, "The Christ of God."
He rebuked them and directed them not to tell this to anyone.
He said, "The Son of Man must suffer greatly and be rejected by the elders, the chief priests, and the scribes, and be killed and on the third day be raised."

Our Scripture Reflection

Jesus asked His disciples long ago and He asks us today, “Who do you say that I am?” Before you answer that question it is important to take into account which title you use for Jesus: Lord, Master, Teacher, Christ, God? It is important because what you say about Him, what and who you believe Him to be, says something about yourself as well. For instance, if you call Him “Lord”, then you are implying at the same time that you are His “servant”, that His will, His desires, are your will, your desires. You are saying that you are committed to making His way an absolute priority in your life. But are you? We all need to stop and think about this because how we live what we believe about Him will determine the quality of witness we give to Him.

Food for your Journey

“My daughter got this in the mail!” said the irate father to the Target department store manager. “She’s still in high school, and you’re sending her coupons for baby clothes and cribs? Are you trying to encourage her to get pregnant?”
The store manager examined the mailer with the daughter’s name on it. He had no idea why the department-store chain had sent the teenager the baby-products mailer. He apologized to the father.

A week later it was the father’s turn to apologize. He called the store manager back and explained that his daughter had just informed him she was expecting, after all. The question is: How did the department-store chain know the teenager was pregnant before her own father did?

Two words: “Marketing analytics.”

A Target employee explained how the chain gathers data through its frequent-shopper card and cash-register records: “Take a fictional Target shopper named Jenny Ward, who is 23, lives in Atlanta and in March bought cocoa-butter lotion, a purse large enough to double as a diaper bag, zinc and magnesium supplements and a bright blue rug. There’s, say, an 87 percent chance that she’s pregnant and that her delivery date is sometime in late August.”


### A Prayer from the Heart

Dear Jesus, You are my Lord. You created me and redeemed me, I belong completely to You. As Your servant, help me to live today to the fullest, my faith in You. When people see and hear me, may they know right away that I belong to You. Amen