

Chill Pill
Holiday Chill Pill
October 7, 2012

PRELUDE – Feliz Navidad

**Worship Songs – We Are The Light /
Enough**

**Feature – “It’s The Most Wonderful Time
of the Year”**

Drama – December 27th

Good morning everyone!

I’m curious ...

- How many of you have already started thinking about what you’re going to be giving (or getting) for

Christmas?

- How many of you have already made plans for Thanksgiving? You know where you're going or who is coming.
- How many know where you're going to be on New Year's Eve?
- How many of you are beginning to feel a little stressed because I'm making you think about those things so early?

If you *are* feeling stressed take heart, because in this message I'm going to give you a chill pill that will take care of it. And if you're *not* feeling any stress just yet, you will soon, and I'm pretty confident that what I'm going to tell you today will help you maintain your cool.

Why It's a Problem

Of course, some of you might be thinking, "That's really great, Rick, but dude it's only October 7th! Do we really need to talk about this kind of thing right now?" I think we do for a couple of reasons.

1. Some of the things I'm talking about this morning I've talked about in other Christmas messages closer to Christmas but, by then, the ship has sailed, the horse has left the barn, the train has left the station. It's too late.
2. Let me ask you this: have you heard of the term "Christmas Creep?" (and

that's not meant to be a derogatory description of your version of "Cousin Eddie" who shows up during the holidays). "Christmas Creep" is a way of describing the fact that the beginning of the Christmas shopping season is moving forward in time each year.ⁱ

Each year it begins earlier and earlier.

Retailers are already putting up Christmas displays in their stores and it won't be long until we hear Christmas carols (secular, of course) as we wind our way through the aisles. Hopefully, they'll wait until Halloween is over to start doing that ... but you never know.

In any case, you and I are the targets of

the Christmas Creep. *It's coming for us, friends!*

3. Finally, there is no debating that the time frame from Thanksgiving Day thru New Year's Day is hugely significant in this culture. Even if you escape "the clutches of the Creep," for almost six weeks of your life there is going to be an unrelenting focus on family, friends, food and fun that is unmatched at any other time during the year. And there is going to be a tremendous amount of pressure on you and on me to get it right; to not screw it up; to feel and experience what everyone is *supposed to* feel and experience because, after all, this is "the most wonderful time of the year," right?

I learned the hard way that if you don't have a plan going into the holiday season, you're going to get sucked into the vortex and you'll end up like the people in the drama. That's what happened to me nine years ago and I'll never forget it because it changed the way I approach this season.

<dramatic> It was a cold and snowy evening that Christmas Eve of 2003.
<normal> Not really. I can't remember the weather but I do remember that I had just finished cooking the "Annual McGinniss Christmas Eve Steamed Shrimp Dinner" – a tradition that harkens back to my father's family for which I felt a great responsibility to carry on within my own family. And

why? I don't know, I just thought it was something I should do. <dramatic> But that fateful evening, no one in my family was there to eat it. <normal> And why? Because everyone was either still shopping or wrapping presents or on the phone with friends making plans for later that evening.

By the time we all made it to the table, the shrimp was cold and *I* was steamed. We rushed through dinner, rushed to get dressed, then rushed to church where I then had the privilege of standing up and talking to everyone about "peace on earth, goodwill towards men" – something that was very far from what we had just experienced because we had gotten sucked in to the Vortex; captured by the

Creep.

That was the year that I decided to institute the “no shopping on Christmas Eve” rule. And ever since, in our household, all shopping must be completed by 11:59 December 23rd or it doesn’t get done. More importantly, that was also the year that I decided that we were going to make sweeping changes in the way we did things because, for us, the holidays were becoming a big bag of humbug – a “have to” instead of a “want to.”

Three Powerful Thoughts

And this morning I want to give you three thoughts that characterized those

changes; three ideas which I think have the power to change *your* holiday experience for the better; three perspectives you probably won't hear anywhere else that, if you get them in your mind now – before the Creep becomes an avalanche – will together function as a “holiday chill pill.” They'll help you maintain your cool and your sanity while everyone else is losing theirs.

And I'll just say up front that these aren't super-profound or even super-spiritual. But if you can incorporate these into your life, into your thinking, they will make a difference.

Here's the first one.

Thought #1. “It's not about me. I'm just here to serve.” <repeat>

And that's so important because the world, your fallen sin-nature and the Satan himself will constantly tell you otherwise especially at this time of year.

“It is about you. You are the most important being; your happiness is the most important goal. So demand that the holiday season be done your way, according to your will. Control, manipulate, beg, whine, plead, sulk, explode – do whatever it takes to make your vision come to pass.”

Quite frankly, that's how I felt and did that night when no one was there to eat

the hallowed steamed shrimp:
“Dadgum it this is how Christmas Eve is
supposed to go and you all are ruining
it!”

I was a basket case and it was no fun
for anyone – including me – because it
was *all about me*. In fact, later that
evening when we had all cooled off, it
came out that that the only person who
really wanted a shrimp dinner on
Christmas Eve ... was me!

And I’m sure you can relate. I’m sure
you have ideas and traditions in your
head that when you stop and really look
at them very honestly, maybe even ask
some questions, they’re a lot more
about *you and your vision*. And when
that expectation of yours doesn’t get

met (and it's not going to, not 100%) – you're going to get all chewed up inside. And to get free from that, you have to embrace the opposite idea: that *it is not about me; I'm just here to serve.*

You remember the story about Jesus being born, right? I mean, you know, the real reason for the Christmas season? Let me read to you what the Gospel of Matthew says about it. He writes ...

This is how the birth of Jesus Christ came about: His mother Mary was pledged to be married to Joseph, but before they came together, she was found to be with child through the Holy Spirit.

Because Joseph her husband was a righteous man and did not want to expose her to public disgrace, he had in mind to divorce her quietly. But after he had considered this, an angel of the Lord appeared to him in a dream and said, "Joseph son of David, do not be afraid to take Mary home as your wife, because what is conceived in her is from the Holy Spirit. She will give birth to a son, and you are to give him the name Jesus, because he will save his people from their sins."

Now here's the important part:

When Joseph woke up, he did what the angel of the Lord had commanded him and took Mary home as his wife. Matthew 1:18-24 (NIV)

Ok, now keep that phrase and that image in mind as we read part of Luke's side of the story about Mary's experience. In verse 26 of chapter one, Luke says ...

God sent the angel Gabriel to Nazareth, a town in Galilee, to a virgin pledged to be married to a man named Joseph, a descendant of David. The virgin's name was Mary.

The angel said to her, "Do

not be afraid, Mary, you have found favor with God. You will be with child and give birth to a son, and you are to give him the name Jesus.

"How will this be," Mary asked the angel, "since I am a virgin?"

The angel answered, "The Holy Spirit will come upon you, and the power of the Most High will overshadow you. So the holy one to be born will be called the Son of God. For nothing is impossible with God."

Now, here's the important part – at least for our purposes this morning:

*"I am the Lord's servant,"
Mary answered. "May it
be to me as you have
said."*

*Luke 1:26-27, 30-36,38
(NIV)*

Now, here's what I want you to see. In that day and age, for a woman to be pregnant out of wedlock was about the most shameful thing imaginable, second only to a man choosing to *marry* a woman who was pregnant out of wedlock with a child that wasn't his. So, if there was ever a set of unmet expectations, these two certainly experienced it. But they survived it, without becoming bitter and hard-hearted.

Why? Let's show that again.

*"I am the Lord's servant,"
Mary answered. "May it
be to me as you have
said."*

Luke 1:38 (NIV)

Translation: "it's not about me. I am here to serve. And I'm not here to be my servant. I'm not even the servant of this culture of honor and shame. I am the *Lord's* servant. And I can do whatever He needs me to do in this difficult situation. May it be to me as you have said. Bring it on."

**After hearing the same story, Joseph,
we read ...**

*... did what the angel of
the Lord had commanded
him and took Mary home*

as his wife.

Matthew 1:18-24 (NIV)

Joseph decided: "it's not about me. I am here to serve, but I'm not here to serve myself. I'm not here to serve this culture of honor and shame. I am the *Lord's* servant. And, though the situation is very challenging, I'll do what he commands me to do. Bring it on."

I don't know about you, but I am so glad they did. I'm so glad these two put their hearts in that position of submission to God and to each other and to the child who would be born – and, in truth, *to you and me and the whole world.* Because they did, that child grew up to be our savior! It's amazing.

So, for you and me to avoid being sucked into the vortex of chaos that surrounds the holiday season, we have to decide *in advance* that “this season is not about me. I’m just here to serve.”

And when you begin to look at all of the interactions that are going to take place between you and your family and your friends (and your not-friends) that are going to take place from Thanksgiving thru New Years Day, when you start seeing it like that, it’s going to change things in your life.

1. You’re going to be able to let go of expectations that are causing you and everyone else stress. In fact, in my house, we haven’t had a Christmas Eve shrimp dinner in

nine years – and I'm happy! We're all happy - all God's children happy in my house.

2. You can show a lot more tolerance when it comes to the idiosyncrasies of your cousins Eddie and Edwina. "But they're so weird! You don't know them." So what? It's not about you and what you think is "normal." You're just here to serve them for a little while. That makes a huge difference in how you'll perceive them.
3. You can also, when you get this thought in your head, actually begin to draw the line when it comes to the unreasonable expectations and demands of other

people. That's counterintuitive because it means we're actually able to say "no" to serving others and meeting their needs!

But for a lot of us – and don't miss this – when we give in to unreasonable expectations of other people (especially during the holidays) it's really not about serving them, is it? I mean, it's still about us because we want to be seen as the perfect parent or the perfect son or daughter, so we run ourselves and our kids into the ground by saying "yes" to everything: yes to every party, yes to every school function, yes to every family function, yes to traveling all over the place, yes to

spending money we don't have. We won't say "no" *when we should say no* because "I don't want the conflict with my parents" or "I don't want to look bad to my kids." "I ... I... I..." It's still about us.

And if we keep giving in to that way of thinking, we eventually become begrudging and bitter because we're not really serving, we're grinding.

So, that's the first thought; the first ingredient in the holiday chill pill: "it's not about me, I'm just here to serve." And, really serve.

Here's the second thought: "It's not about quantity of stuff. It's about

quality of relationship.”

And that's not something you're going to hear at any time (probably other than here), during this upcoming holiday season. Instead, what you're going to hear is all about quantity: "spend more, eat more, do more; spend more, eat more, do more." And if you get sucked into that, you're going to pay the price, *especially financially* which is where most of us do get sucked in.

So let's talk about that for a few minutes.

Jesus once said:

*"Beware! Don't be greedy
for what you don't have.
Real life is not measured*

by how much we own."

Luke 12:15 (NLT)

Now, when Jesus said this, he was warning his listeners (and us) to avoid the trap of greed with respect to our own personal finances and possessions, but the principle he's giving also applies to what we give others.

See, not only do many of us strive to add to *our* pile of stuff because we think we'll find happiness and contentment and life there, we also think that *by adding to someone else's pile*, we'll be giving *them* happiness and contentment and life. And a lot of times, just to be fair about this, that desire comes out of a very noble place such

as, "I didn't have very much growing up and it was hard, so I want to make sure my kids have what I didn't. That's kind of why I overdo it every holiday season."

But the truth is, adding to someone else's pile doesn't bring life, at least not long-term.

I remember being struck by this when my girls were very young and Santa would bring them toys that they had wanted for months. A commercial would come on TV and they would say, "That's it! That's the doll <or whatever> I want!" Or they would tear a page out of a catalog and circle whatever. Of course, Santa, being all-present and all-knowing, heard and

saw all of that and so, he dutifully delivered the goods on Christmas morning.

But two weeks later, most of it was lost, broken, traded or rejected in favor of something else more interesting and exciting like ... bubble wrap. Why? Because "real life is not measured by what we own" even when you're only four or five years old.

So, *what is it measured by?* Well, when Jesus made that statement about real life and "stuff," he concluded his teaching with this observation:

He said:

"A person is a fool to store

*up earthly wealth but not
have a rich relationship
with God.” Luke
12:21 (NLT)*

In other words, real life is not found in quantity of stuff. It's found in quality of *relationship*, starting with God (as Jesus was teaching here) but also extending to those around us. That's why it's foolish, Jesus said, to put all of your energy into acquiring more and more things.

And I think that applies particularly at Christmas because most of the people – not all, but most of the people in our sphere of influence – already have more stuff than they need. I mean, the question we all have to wrestle with

every year is “what do you buy for the person who already has everything?” (*How about “nothing”?*) Instead of shooting for quantity of stuff with all the financial pressure that is going to bring, we could ratchet things down and put our resources into gifts and activities that emphasize quality of *relationship and experience*.

That was one of the best things we ever did with our kids when they were very young. We greatly defunded the purchasing of stuff and put that money towards family experiences. In fact, if you ask our kids now what they remember about our holidays in our household, odds are they’ll not mention a single present (except for maybe the trampoline we bought, but that was

because we did a Christmas morning scavenger hunt all over the Northland until they finally found where we had hidden the box). It was the experience. They'll talk about experiences that built the relationships that exist to this day in our family. They'll talk about:

- Our annual drive to East Texas for "Thanksgiving at the farm" with Jetta's side of the family.
- Trips to Crown Center, dinner and horse carriage rides on the Plaza, baking day, movie night;
- And a few days away at a secluded cabin to play games, walk in the woods, sleep late and generally be as unproductive as possible. That's the goal.

Even though they're all married and on their own now, those are the things we still do when we do get together during the holidays. Far more money goes into activities that build relationships than into stuff.

Now, implementing something like this will probably cause some stress if your holiday strategy to this point has been mostly about quantity. You'll probably have to have some hard conversations with your family: "Kids (or mom or honey), here's how much money we have for the holidays. This is our limit. Now, let's think about how we might spend it more wisely."

We actually had that conversation with

our girls when they were all very young. I've told the story before, but I'll tell it again because it's one of the best moves we ever made as parents – and not because we were all that wise; we just didn't have any other choice. When we first moved to Kansas City in the late 80s, Jetta was a stay-at-home mom and I was seminary student working part-time as a youth pastor. We didn't have near as much money as when I was a software engineer working for Bell Labs in NJ.

So, in early December we sat down as a family and I put \$400 of monopoly money on the table. I said, "This is all the money we have for Christmas. How do you think we should spend it? We can send all of it to Santa to buy

presents for everyone or we can spend some of it on fun activities instead of presents.”

We were shocked (and pleased) when they chose to spend well over half on activities! And that became our pattern from then on. They couldn't have expressed it in these terms but, even at that early age, they realized it was more about quality of relationships than quantity of stuff.

And that's the second thought that can change your holidays for the better.

Here's the third – and final (at least, that I have time to share with you this morning).

Thought #3. “It’s not about being merry. It’s about finding meaning.”

I’ve already alluded to this, but there’s an incredibly strong cultural expectation that the six weeks from Thanksgiving to New Years is supposed to be “the hap-hap-happiest season of all.” And there’s a lot of pressure, especially if things in your life aren’t that happy. In fact, if things aren’t that happy, all the “happy merry talk” only serves to make things worse. It kind of grinds it in.

You look around and you think things like:

- “Everybody else is connected, but I’m all alone.”

- “Everybody else is celebrating, but I’m in pain.”
- “Everybody else is at peace, but I’m in turmoil.”
- “Everybody else is OK. What’s wrong with me?”

But it’s really kind of ironic (and sad) that we think that way because the truth is that the very *first* Christmas was far from merry. Oh, there were some moments of great joy – like when angels showed up on the night of Jesus’ birth and announced to the shepherds that the Messiah had been born. And, Joseph and Mary had those moments of joy and amazement that come to every parent following the birth of a child.

But frankly, from a big-picture perspective, Christmas was a downer. It was *hard* for almost every person involved. As we saw earlier, Joseph and Mary had to deal with that “honey, I’m pregnant but it’s not yours, don’t worry though, God did it” thing at the beginning of their relationship. In fact, things were so stressed between them that Joseph was on the verge of walking away, until an angel showed up and reassured him that Mary was telling the truth.

And, of course, right after that they had to make the long journey to Bethlehem to register for Caesar’s census and pay their taxes. And if you’ve ever traveled a long way with a pregnant woman, you know that wasn’t easy!

But, not only was Jesus' birth difficult for Mary and Joseph, it turned out to be very hard for a whole lot of people who didn't even know them or anything about what was going on with them. The Bible tells us that not long after Jesus was born – maybe weeks or months – mysterious visitors from “The East” showed up in Jerusalem wanting to see the newborn “King of the Jews.”

Matthew says that ...

*When King Herod heard
this he was disturbed, and
all Jerusalem with him.*

Matthew 2:3 (NIV)

And because Herod was unhappy and feeling very threatened by this news,

after the Magi went to Bethlehem and then back home, he sent his soldiers down there with orders ...

... to kill all the boys in Bethlehem and its vicinity who were two years old and under, in accordance with the time he had learned from the Magi.

Matthew 2:16 (NIV)

Fortunately, Mary and Joseph had been warned in a dream to leave the area, so they and Jesus escaped just in time.

But *un*-fortunately, hundreds of other families had no warning of the impending disaster and their lives were never the same after Herod's

henchmen carried out their deadly orders. In fact, the level of grief in that region was so extreme that Matthew believed it to be the fulfillment of a terrible ancient prophecy given by the prophet Jeremiah:

"A voice is heard in Ramah, weeping and great mourning, Rachel weeping for her children and refusing to be comforted, because they are no more."

Matthew 2:18 (NIV)

Friends, *that is sad.*

Now, very few of us will experience that kind of emotion this holiday season but most of us will, at some point, wonder

why “we’re just not feeling it.” We’ll wonder why all the making of merry doesn’t make us merry. And that’s when it will help to have gotten it clear in your heart and mind that this season is not primarily about being merry; it’s about finding meaning.

So, how do you do that? How do you find meaning?

Well, what we’ve talked about already will help greatly. Seeing yourself as a servant in whatever situation you find yourself in; putting energy and resources into quality relationships instead of quantity of stuff will go a long, long way towards making the season meaningful even if it’s not very merry.

But I want to give you something else very specific you can do; something that's been very helpful to me personally because, quite frankly, the holidays – especially Christmas – are something of an occupational hazard for me. Because I'm a pastor, I *have* to do Christmas every year (I mean, you guys can take a year off if you want) but I have to do it, and I feel like I need to be "up" and light and happy because other people are looking at me and this is Jesus' birth and we ought to be celebrating!

Now, just to be clear, that's a false pressure that goes back to the false thought that "it's all about me," but it's something I struggle with during the

holidays when I don't feel merry. But there's something I – actually, "we" because Jetta and the kids signed off on this, too – there's something we started doing nine years ago that, for me, brings great meaning to the holiday season.

By then, Jetta and I had reached the point where we could buy pretty much anything our family wanted or needed at any time. Christmas was just more of the same. Literally more of the same.

Plus, because my kids were older and had a little money of their own, the whole gift-giving thing had degenerated (in my mind) into exchanging lists of what we wanted someone else to buy for us that we

could easily buy for ourselves. Maybe I think too much, but it just seemed silly and superfluous at best; pretentious at worst. *Why didn't everyone just go buy what was on their own list and save the everyone else the hassle?*

Now, I'm not saying that my perspective was entirely accurate. That's how jaded I had become.

But then I discovered Santa Claus – *St. Nicholas* – and I realized what was missing from Christmas, for me. The difference between St. Nick and me – the difference between St. Nick and most of us – is that Nick's generosity was primarily targeted to those who had nothing to give back to him!

When you read the story of St. Nicholas of Myra – the actual historical person – it's clear that He understood that Jesus wanted to use his life and his resources to bless the people around him who could not turn around and immediately return the favor. He understood that Jesus wanted him to be a living breathing demonstration of the grace of God – the favor that is given to those who don't deserve it and can't repay it.

He understood Jesus was getting at when he asked:

“Do you think you deserve credit merely for loving those who love you? Even the sinners do that!”

Luke 6:32 [NLT]

"If you do good only to those who do good to you, is that so wonderful? Even sinners do that much!"

Luke 6:33 [NLT]

Now, don't hear what Jesus is not saying. He's not saying that it's unimportant to love the people who love you and to be generous towards the people who love you. It *is* important. It matters. It makes a difference in their life and in your relationship with them.

But ... there's nothing truly "special" about it because, as a father, a mother, a teenager or an adult child, a friend ... that's what you're supposed to do. That's what you ought to do. That's what pretty much everyone does who

has any sense at all.

If you want to do something really special – something God-like, Jesus said, then go beyond what everyone with half- α -brain naturally does and be loving to people *who may not even know you and therefore cannot love you in return*; be generous to people *who have very little and therefore can offer you very little in return.*

In fact, Jesus said ...

“Love [even] your enemies! Do good to them. Lend to them without expecting to be repaid.” Luke 6:34 [NLT]

And when you do that, Jesus said,

something will happen to you.

When you begin to think and act that way, Jesus said ...

Your reward from heaven will be very great, and you will truly be acting as children of the Most High, for he is kind [even] to the unthankful and to those who are wicked.

Luke 6:35 [NLT]

There's a literal tangible reward that will be ours in the world to come, Jesus is saying. But there's also an *intangible* reward that comes now – a personal experience of oneness with the God of the Universe *who is kind and generous to people - like us* – who are, many times, ungrateful for His blessings, do

not return His love, and do not give back to Him. In spite of that, He loves and gives to us anyway the greatest gift of all – his son, Jesus, who was born in a manger, who grew up to be our savior, who gave his life on the cross and his resurrection from the dead will raise us from the dead one day, as well.

And when we act in the same way that He does – give in the way that He does – Jesus says, we'll experience who He is. *And there's great meaning and purpose in that which goes beyond whether or not you feel very merry in any particular moment.*

And that's why, in our family, we made a decision years ago to re-do our Christmas budget so that about half of

what we used to spend on ourselves went to people less fortunate; people – some of whom we knew and some we didn't know – who couldn't give us anything in return.

And I don't tell you that to brag or to make you think "oh, Rick and his family are so spiritual" because the truth is, there was nothing spiritual about it. I was just so jaded and desperate that I was willing to try anything to find some meaning in this ... so I tried something that God said would bring a reward both now and later ... *and I have found that He was telling the truth.*

- Best I can tell no one really misses the half of what we used to spend on ourselves because we just go

buy what we *didn't* get for Christmas the next week when we take back the stuff we got that we really didn't want.

- More importantly, for me at least, the joy of "doing Christmas" – even the part that seems superfluous and a little pretentious – has returned.

So, if for you "doing Christmas" has become ho-hum instead of ho-ho-ho – I want to encourage you to try the same experiment I did. Look at your budget, and stop spending every penny of your Christmas budget on your inner circle and start spending some on people who can't return the favor and see what happens. So whether you do it through

the North Heartland Crisis Care fund, or when you pass the bell ringer at Walmart and you make a pledge to give money there, whatever, you make that decision. Stop spending every penny on your inner circle and start giving it to people who can't return the favor and see what happens to your heart.

Conclusion

Well, there you have it – “Rick’s ingredients for the holiday chill pill” which, hopefully, isn’t just something I thought up but something that’s based in biblical wisdom and gospel truth.

It’s not about me. I’m just here to

serve.

It's not about quantity of stuff. It's about quality of relationship.

It's not about being merry. It's about finding meaning.

If you struggle with the holidays; if your December 27th or January 2nd experience tends to look a little too much like what we saw in the drama, I would suggest that you write these thoughts on an index card and put that card some place where you will see it every day because you're going to hear a completely opposite message as we get closer and closer to Christmas. Let that remind you of what Christmas can be.

Take your chill pill, friends, and

everything will be cool this holiday season.

Let's pray together.

God, thank you for the wisdom that's in your scripture. Thank you so much that Jesus didn't come just to save us so that we could have a good life in the bye and bye, but that he taught us practical things about how we can live life, how we can experience you, how we can experience what we were meant to experience in the here and now.

God, some of us this morning, we've heard these things and we're going, "man, that's the one I need to work on this year." God, I pray that you would give us grace and strength.

Some of us just need to stop holding on to things that are "all about us," even "serving other people" – it's not about us. We need to make it about them.

God, I pray for those of us who are addicted to quantity of stuff. God, give us a vision for how we can change that and make what we have to be more about quality of relationship.

God, some of us, we already know going into this season this is not going to be a merry season. We've lost our job, we've lost people, it's hard right now, we're sick, and we're looking at Christmas and we're going, "oh no, not again." But, God, I pray that even in that you would show us a way to find

meaning. Maybe it's a way of just carving off some money and being like Jesus and being like you, giving to people who can't give back. Whatever it is, I pray that your will be done and that you would give us the strength to do what we need to do. I ask this in Jesus' name. Amen.

Feature – “Everything’s Gonna Be Cool This Christmas”

CLOSING COMMENTS

1. Next week – A Chill Pill for All Seasons
2. Following week ... Promised Land

Endnotes

ⁱ knowledge.wharton.upenn.edu/article.cfm?articleid=1330