

MAKING CHRIST KNOWN

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EVANGELICAL
LUTHERAN CHURCH
IN AMERICA



CENTRAL STATES SYNOD

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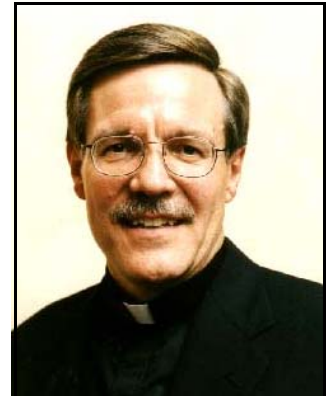
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From the Bishop

We've been listening! These are the words that greet you when you visit the website for Augsburg Fortress (www.augsburgfortress.org). *You spoke and we listened!* The words are introducing a new website for the publishing house of the ELCA. But more is new than simply a website. This is your new Augsburg Fortress and it is worthy of our visiting and supporting.

Recently I heard Beth Lewis, President and Chief Executive Officer, and members of her Executive Team talk about the positive and exciting developments at Augsburg Fortress. Ms. Lewis has been in office for less than 2 years; yet in that time Augsburg has undergone significant changes to respond to the mission needs of ELCA congregations and lay and rostered leaders.



Rev. Dr. Gerald Mansholt

Augsburg Fortress is the Publishing House of the Evangelical Lutheran Church in America. Funded solely through sales revenue, Augsburg Fortress is called to provide products and services that communicate the Gospel, enhance faith, and enrich the life of the Church from a Lutheran perspective. (mission statement)

Augsburg Fortress is an important part of the ministry of this Church. It supports seminary education with the publication of theological works. It provides resources for worship renewal and daily prayer. It provides material for evangelical outreach and Sunday School education.

Notice the phrase, ***funded solely through sales revenue***. While Augsburg Fortress is the publishing house of this Church, it receives no money from mission support dollars. It depends solely upon revenues generated by sales to congregations, pastors and lay leaders. Ms. Lewis noted that Augsburg Fortress has yet to see receipts rise above expenses. But she emphasized that ***it must happen*** and it will happen, and hopefully sooner than later.

It will happen sooner if we support the Publishing House of the ELCA. Publishing costs money. We help our Church and we strengthen our mission when we support Augsburg Fortress by purchasing offering envelopes, Bibles, books, Sunday School material, evangelism and stewardship resources, devotional literature, youth and young adult material and a host of other resources from those who labor and serve on our behalf.

It is another issue related to our life together, to stewardship, and how we encourage, support and strengthen one another in the mission Christ gives us. It is frustrating to Beth Lewis and other faithful laborers at AF when congregations go elsewhere for their ministry resources. They can understand it, when AF is not responsive, not meeting needs, not timely in responding, not innovative in its

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Vision Statement

Walking together to make Christ known and building-up the Body of Christ for faithful witness so that all might believe in Jesus Christ and follow him. (Ephesians 4:1-16, Matthew 28)

(Continued from page 1)

management, not caring about its customers, not offering the resources that are needed.

But the leadership of Augsburg Fortress has been listening and re-focusing, addressing issues and solving problems. They have been innovative and creative. They have developed new products and are thinking in new terms. And all this they are doing so the ELCA may be aided in its mission to communicate the Gospel, enhance faith, and enrich the life of the Church from a Lutheran perspective.

Now we can help them attain a positive financial balance.

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