

The Publishing Leaders Digest



Publishing Ministries Department
General Conference of Seventh-day Adventists
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Welcome

Dear Friends:

This newsletter is a new communication tool from the GC Publishing Ministries Department. It will be published quarterly as a way of sharing information with publishing leaders around the world.

The Publishing Leaders' Digest will bring news of global interest and helpful insights into the world of Adventist publishing. It is intended to be a resource for materials that may be translated, reproduced, shared locally, and utilized for general promotional. It will be distributed as a newsletter via electronic mail.

Have you discovered something that works well for you? You can share news of publishing events, sales insights, and thoughts which will help expand our ministry of soul winning. Please send them and share the blessing of your experience with others. We welcome and encourage participation from our world leaders. We are family in this work. We cannot sit down together to discuss matters of mutual interest, but we can interact through this newsletter.

We trust you will enjoy this new publication.



Sincerely yours in
the Blessed Hope,

Howard F. Faigao,
Director
GC Publishing
Ministries
Department

Literature Evangelism in Siberia

One of the best methods for evangelism is to hold a "Health Expo" in conjunction with a publishing program. This method is very simple and effective. We meet an administrator of a local



market and ask him to allow us to rent a place close to the entrance of the market. Usually the administrator allows us to rent a place and helps us with the tables and chairs. Sometimes an announcement is made over the local market radio. We suggest that people get their blood pressure, cholesterol levels, weight, and growth measured. We also provide them with recommendations and offer books to buy about health, family, and spiritual matters. Usually, we can receive \$100-200 rubs.

From June 11 to August 21, 2006, a group of 10 literature evangelists distributed literature in the Republic of

Khakasiya. During this time we held eight Expos in several towns and villages: Abakan, Sayanogorsk, Cheno-gorsk, Askiz, Taptush, Petropavlovka, and Kuragino. The *Conflict of Ages* series sold very well. We enjoyed good spiritual communication with the people and prayed for the sick among them. There are Seventh-day Adventist members in three of these towns and they helped us with the Expos. We hope these Expos will encourage the organization of new Adventist churches. We plan to visit these towns again in the future.

The most blessed mission-



ary trip was to the village of Petropavlovka. We traveled 2,975 kms to get there. We sold 450 books, resulting in a total of \$1,000.00. We also gave away 2,000 copies of our missionary newspapers, *Hidden Treasury*.

ALEXANDER A. POLYAKOV, PUBLISHING DIRECTOR
EAST SIBERIAN MISSION PUBLISHING MINISTRIES DEPT.

Philippine Publishing Leaders Chart a Bold Course for 2007

What better way to start the New Year than for all of the publishing ministries directors and the Philippine Publishing House administrators to meet together as a team, pooling their resources and charting a broader, bolder course of action for 2007?

The three-day Tri-Union Council was held at the Philippine Publishing House on January 10-12, 2007. Pastor Vivencio R. Bermudez, director of Publishing Ministries for the Southern Asia-Pacific Division, and Pastor Howard F. Faigao, director of GC Publishing Ministries, convened the council. Elder Faigao encouraged his colleagues to start 2007 with a renewed spirit. "Let's make 2007 the year of new beginnings for our publishing work here in the Philippines," he challenged the attendees.



During the congress, the publishing leaders tackled a number of issues. They discussed ways to increase the number of LEs, how to boost sales, and new methods designed to encourage church members to participate in literature evangelism. Elder Faigao recommended a range of marketing strategies to address the attendees' concerns. These strategies focused on the salability of the products by catering to the needs of the customers. Faigao also encouraged market orientation, the monitoring of the quality and quantity of literature evangelists, and the planning of specific sales strategies. The attendees set a goal to recruit approximately 1,100 new literature evangelists, including part-time and student LEs, by the end of 2007. This would bring the total number of literature evangelists in the Philippines to almost 5,581!

The council attendees made the important decision to hold the ninth National Literature Evangelist Convention in Cebu City in 2009. Approximately 2,000 delegates are expected to attend. The focus of this event is to build the moral of the Philippine publishing program.

During the last meeting, Elder Faigao challenged the Philippine publishing ministries team. "I'm dreaming that, by the grace of God, the Philippines will once again become the LE capital of the world. You have been there in the past, and with God's help, you can do it again." All the directors accepted the challenge with a resounding "Amen!"

JOSE SARSOZA, JR., EDITOR
PHILIPPINE PUBLISHING HOUSE

A 2:00 a.m. Delivery—Now That's Commitment

When the phone rang at 1:30 in the morning, I answered it in a sleepy tone. The voice at the other end sounded familiar, but I couldn't put a name with it. I could sense, however, that something was wrong. The man on the other end of the line said that he was in desperate need and must talk to us right now, "right now!"

Since I was standing next to the bookshelf, the first book that I grabbed was *Steps to Christ*. I began reading it to him over the phone. After a few paragraphs he asked me to pray for him and I did. Then he asked if I had any extra copies of the book I was reading. I said yes and he requested a copy of the book *immediately*. It was now 2:00 in the morning!

I awakened my friend Mason and we went to deliver the small book. It was worth K5 and the man paid for it. We prayed with him again and then we departed.

It wasn't a big sale, but what that small book meant to that man in the wee hours of the morning was more important.

ELI PUNDU, KIMBE, PAPUA NEW GUINEA



Eli Pundu
Literature Evangelist



Mason Riki
Literature Evangelist

Steps to Christ into Every Bulgarian Home

The Seventh-day Adventist Church in Bulgaria is embarking on a unique project that will place a copy of *Steps to Christ* in every Bulgarian household by the end of this quinquennium! A highly ambitious project!

Located in southeastern Europe, Bulgaria borders the Black Sea, Greece, Macedonia, Romania, Serbia and Montenegro, and Turkey. It has a population of almost 8 million people with 7,671 Adventists attending 115 churches. However, 83 percent of Bulgarians claim allegiance to the Orthodox Church while 12.2 percent are Muslim. Less than 5 percent attend Protestant or other services. Religious groups are required to register with the government before they can be recognized and allowed to hold services. While some religious groups have experienced discrimination and harassment from local governments, the Adventist Church has had difficulty obtaining legal status in the country, as well as getting permission to build churches and other buildings for religious use.

It is under these circumstances that this ambitious project will be undertaken by the Bulgarian Seventh-day Adventist Church. Members will distribute a copy of *Steps to Christ* to almost half the families in Bulgaria. This means that at least 1 million copies of *Steps to Christ* will be placed in Bulgarian homes! This new evangelistic approach is expected to help alleviate the overwhelming influence of Bulgaria's communist past. It is also expected to help mitigate the Orthodox Church's skeptical, and sometimes hostile, attitude toward Protestant religions.

The goals of this ambitious project are:

1. To prepare the people for the final work of the Holy Spirit
2. To reach every home with the message of Jesus for this time
3. To activate churches for personal service by circulating literature
4. To create a first-line approach to the Muslim population through gospel literature
5. To create new teams of literature evangelists for literature evangelism in Bulgaria.

This project will help church members overcome their reticence and encourage them to participate in social and public life.

We expect this project to popularize the Adventist media in Bulgaria, including Adventist radio programs, Adventist web sites, Adventist newspapers, and Adventist television shows. These outreach programs are making connections with those who are interested and working personally with them. Bible, health, and family seminars

are also reaching out to those in need.

In addition to reaching one million Bulgarian homes with *Steps to Christ*, this project also envisions:

1. Preparing the literature for publication and printing
2. Training the church members and church leaders for active participation
3. Creating qualified literature evangelist teams to be assigned in different areas
4. Securing local centers for storage and distribution of the literature
5. Transporting the books to the local centers
6. Organizing the distribution of literature in conjunction with the church members.

By the grace of God, the leaders of the Seventh-day Adventist Church in Bulgaria are optimistic for the involvement of all of their members in evangelism and for the great harvest of souls for God's kingdom.



HRISTO GENCHEV
PUBLISHING DIRECTOR
BULGARIAN UNION

Brazil Holds an Online Open House Day

Twice a year the Brazil Publishing House offers its 1.5 million church members the opportunity to purchase products at promotional prices via the telephone and Internet. Portuguese members living abroad may also take advantage of these discounted prices by ordering online or dialing the toll-free phone number. Starting 10 years ago, this event is already a strong tradition!



This year, 80 telephone operators answered thousands of calls from sunset through midnight on Sabbath, November 25th, and from 8:00 a.m. through midnight on Sunday.

The publishing house sold more than US\$600,000 in books, quarterlies, magazines, and other products. "This was the largest sale ever made during the Online Open House Day promotion," says sales manager, João Vicente Pereyra.

He adds with a smile, "Thank God, for the first time we exceeded one million Reals (the Brazilian currency) in this event!"

RUBENS S. LESSA, EDITOR-IN-CHIEF
BRAZIL PUBLISHING HOUSE

Austral Union Holds LE Seminars

The 2005 General Conference Session voted to better define the responsibilities of local church publishing ministry coordinators in the Church Manual, enabling the program to be better initiated and operated within local churches.

For example, the Austral Union Publishing Department recently developed a special seminar for training pastors and church publishing coordinators. This seminar was conducted from July 5 to 15, 2006.

The detailed instruction periods were presented by Elder Howard F. Faigao, the General Conference Publishing Ministries Director; Elder Almir Marroni, the South American Division Publishing Director; and Elder Bruno Raso, the Austral Union President.

The seminars were held in three different conferences as follows:

- July 5-8 at the Central Argentina Conference where a day and a half was allotted for training the pastors and another day and a half was allocated to training the members who had been appointed as local church publishing directors.

- July 11-12 at the Paraguay Mission where Elder Faigao was invited to preach to all of the district's membership in Ciudad del Este (The City of the East). The meetings were attended by a number of non-Adventists as well.

The last training course was held at the Buenos Aires Conference office. All pastors and local church publishing directors attended. The program ended with a special baptismal ceremony for two people who had accepted the gospel message as a result of a literature evangelist contact.

Each of the three seminars was filled with inspiration. Those who attended felt greatly empowered toward accomplishing the sacred purposes of

the publishing ministry.

Three primary objectives are:

1. To achieve and maintain a strong circulation of our literature within the church and thus nurturing members for spiritual growth and steadfastness in the faith.

2. To realize the true objective of our slogan ("A member, a book!"), and see every member become enthusiastically involved in missionary activity through our books, periodicals, tracts, and leaflets.

3. To find, enlist, and train members whom God is calling to become career literature evangelists, thus attaining the standard of at least one regular literature evangelist per church congregation. Our motto is: "ONE CHURCH, ONE LITERATURE EVANGELIST."

We are grateful to each conference that was involved in the coordination of this event, along with its administrators and publishing directors. The Buenos Aires Publishing House



deserves a special mention for its support and participation in each seminar.

May God continue to bless the publishing ministry of His worldwide church.

GABRIEL CESANO
AUSTRAL UNION PUBLISHING DIRECTOR

LE Convention in Baltic Countries

Recently I had the opportunity to attend the Baltic Union LE convention held in Tartu, Estonia, November 11-13, 2006.

The Baltic Union is comprised of three countries: Latvia, Estonia, and Lithuania. These countries were pre-



viously part of the Soviet Union. While the adults continue to speak Russian, the young people use their national language.

This creates a big problem. We need to have books printed in four different languages. Pastor Zirgurd,

the union director, is currently translating the book *To Couples*, by Julian Melgosa and Annette D. Melgosa. He plans to have it printed soon for literature evangelists to sell.

The doors are still open in the Baltic countries for our LE program. During the convention, I found that we have a very dedicated group of leaders and LEs who are trying to do their very best in these countries.

Sunday night, after we finished our class, two LE decided to go out to sell books. They visited several houses within one hour. As a result of their efforts, they sold five *The Desire of Ages*, three *The Great Controversy*, and gave away seven missionary books.

With God's help, the LE program in the Baltic countries has a great potential.

WILMAR HIRLE, ASSOCIATE DIRECTOR
GC PUBLISHING MINISTRIES DEPARTMENT

Light America Project

Throughout history, most Adventist missionaries came from America. This would seem to indicate that Adventists in America are very interested in the missionary work of our church. Today, however, while there are still thousands of Adventists in America, the enthusiasm for missionary work has waned, particularly the work of the literature evangelists.

Sadly, millions of immigrants who have come to America in recent years have not been reached with the gospel message. And they will remain unreached unless someone makes personal contact with them. Fortunately, there is a new evangelism program that is bringing about exciting change!

The *Light America Project*, created by the Review and Herald Publishing Association, invites young Seventh-day Adventists from around the world to dedicate one year of service as missionaries to America. During this year, the students not only sell books but find people interested in studying the Bible and develop other missionary activities to reach immigrant populations. Most of the students involved with *Light America* are foreigners. In addition to serving God and their fellow man, they have the opportunity to improve their English language skills.

In November 2006, the first 90 *Light America Project* students began working in several cities throughout Texas. On February 16-18, 2007, a convention was held for these students in Cedar Park. It was wonderful to see them singing

and recounting their missionary experiences.

In two months these students have sold books totaling more than US\$700,000. They are studying the Bible with hundreds of people and each Sabbath they visit churches, giving their testimonies and inspiring church members to action.

Jose R. Machuca, a *Light America* student from El Salvador, came to this program with a specific goal in mind. "Until now," he said, "I was worried about selling enough books to pay my tuition. Now my goal is different. My goal is to allow God to use me. I try to sell books at each house I visit, but even if they make no purchase, I give every household *The Ten Commandments* book. My goal now is to make friends for God."

One couple who purchased books from Jose became so friendly after receiving *The Ten Commandments*, they decided to study the Bible with him. Recently this couple, Joaquim and Izabel, were baptized at the convention! Praise God!

"*Light America* is just beginning," says Pastor Tercio Marques, the visionary behind the project. In two weeks, another group of more than 20 students will start in Massachusetts. *Light America* is a wonderful method of evangelism, bringing young people and Christ-centered literature to the immigrants of America.

WILMAR HIRLE, ASSOCIATE DIRECTOR
GC PUBLISHING MINISTRIES DEPARTMENT

Liberia's Publishing Program Experiences a Revival

Before the outbreak of the war, nearly 20 years ago, the publishing work in Liberia was one of the strongest programs in the West-Central Africa Division. In 1990, however, the ABC building was burned down, and all of the equipment and the book inventories were destroyed. The hostilities brought by the war forced the closure of our publishing ministry.

During the past three years, I have been working with the publishing leaders and administrators to revive the literature work in Liberia. Today, I am happy to report that the

country is now at peace and the revival of our work is close at hand.

The first Literature Ministries Training Seminar convened in January 2007. Fifteen new workers were present for that specialized training.

Thanks to the strong support of the union administrators, the publishing ministries director, and other departmental leaders, the literature ministry now has a new lease on life. A team of

15 full-time literature evangelists are now in place, excited about sharing God's message in Liberia.

OYELEKE OWOLABI, PUBLISHING DIRECTOR
WEST-CENTRAL AFRICA DIVISION



North America's Publishing Program Revitalized

September 11, 2006, was a landmark occasion for literature ministry leaders in North America. They assembled at Aurora, Michigan, for a first-ever three-day spiritual retreat and planning session. It became an intensive Spirit-filled summit, with the theme “Keeping the Vision Alive.”

Howard F. Faigao, General Conference Publishing Director, delivered a stirring keynote address. His message cast a clear vision for revitalized initiatives and innovative discipleship in literature evangelism. His words were a distinct challenge to all leaders in the United States and Canada. His counsels were authenticated by his own commitment to service, and they bore the stamp of his rich background in systematic publishing ministry.

Wilmar Hirle, Associate Publishing Ministries Director for the world field, led out in the important segment pertaining to student literature evangelism. He charted a course for greater unity in the recruitment and training of greater numbers of students for literature evangelism. Thus, our youth become spiritually involved and developed toward assuming future leadership roles within the world church.

Frederick Russell, Pastor of the Baltimore Miracle Temple, challenged, equipped, and empowered us with a dynamic spiritual leadership seminar. He challenged us to “take it to the next level,” both in personal life and in ministry. He affirmed that “When God calls you to it, He will gift you for it, and He will test you in it!”

Jim Nix, Director of the White Estate, with Elder and Mrs. Stanley Cottrell, conducted tours of the renowned Battle Creek Sanitarium.

The edifice is now known as the Hart-Doyle-Inouye Federal Center. The Historic Adventist Village followed this tour. Elder Nix shared early Adventist publications and the stories behind them, to vividly illustrate God's purpose in the history and future of the Seventh-day Adventist publishing ministry.

Leaders representing the various literature ministry programs of North America separated into small groups for strategic planning. Soul-winning experiences from each territory were shared. As participants, we felt the distinct presence of the Holy Spirit. A solemn sense of conviction filled our hearts. A new urgency marked our



desire to go forth with literature and reach the many and diverse people-groups of North America.

The Review & Herald President, Robert Smith, summarized with the observation that “Our books contain a Man and a plan.” Mario Martinelli, Vice-President of the Review and Herald who organized the event, shared innovative strategies and prod-



ucts. Doug Church and Felix Castro of Pacific Press unveiled timely initiatives including a plan to mass-produce the book *Colporteur Ministry*.

The Southern Union Conference HHES Director, Bill Beckworth, inspired all with a resolve to persevere for “One More Round” of courageous, unselfish service to God and humanity through canvassing!

One of our North American Division Publishing Representatives, Alvin Kibble, delivered the parting challenge. He admonished publishing leaders to be “living epistles”—men and women of clear vision and deep commitment—leaders who will lead by example in keeping the vision alive. He further reminded us of what God's servant, Ellen G. White, has written: “As long as probation continues, there will be opportunity for the canvasser to work.” (*CM*, p. 11).

We left that session claiming the dynamic promise of Deuteronomy 33:25: “As your days, so shall your strength be.”

RON CLARK IS ASSISTANT DIRECTOR OF THE HOME HEALTH EDUCATION SERVICE REVIEW AND HERALD PUBLISHING ASSOCIATION

LEs in Trinidad and Tobago are on Fire for Christ

Trinidad and Tobago, two beautiful tropical islands close to the Venezuelan coast, enjoy breezy warm temperatures year round. This idyllic island paradise is home to the Caribbean Union office.



On February 8-10, 2007, publishing director Judith Smith (a very dynamic and enthusiastic lady) and the Caribbean Union held a Literature Evangelist Congress in Trinidad. Approximately 90 very passionate LEs from many different islands participated. Each individual wore the native costume from his/her island. The bright parade of colors made quite an impression! The Caribbean people sing with their mouths, with their instruments, with their hearts, and with their entire bodies. It was wonderful to watch them sing the LE songs with such dynamic enthusiasm.

Every day we enjoyed stories of first-hand missionary experiences. One of the best testimonies was given by A. Walker who has prepared more

than 110 people for baptism.

The IAD publishing director, Pastor Mirto Presentación, who was also in attendance, helped to train and inspire people.

The most unique new program presented was called the LE Club. All the LEs in each city organized themselves into a club and held a meeting once or twice a week in order to help support and encourage each other.

For Sabbath the students from the Southern Caribbean College in Trinidad joined the congress. SCC's student LE club has more than 65 members who are planning to work as LEs. Last summer, the 52 student LEs' sales totaled more than US\$300,000. For the Sabbath service eight students gave their testimonies. It was incredible to listen to them tell how God is using the young people of our church to help spread his message through literature.

The most inspiring moment came at the end of the Congress. The top seller, the top soul winner, and those who have served as LEs the longest were honored. It was a great thrill to see how God's work is going forward. This is the kind of event we need to hold in every union.

After the Congress in Trinidad, a two-day meeting for the publishing directors from the Caribbean, Jamaican, and Venezuelan-Antilles unions was held in Tobago. The first day Dr. Elie S. Honore, the IAD

Health director, gave a health seminar, and the second day a new publishing agenda was developed.

The IAD currently has the fastest growing LE program in the world. After seeing what is happening in Trinidad and Tobago, I am sure God will help them to do even more in the near future.

WILMAR HIRLE, ASSOCIATE DIRECTOR
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"Teachers in the canvassing work have grave responsibilities to bear. Those who rightly comprehend their position, will direct and instruct those under their care with a sense of their personal accountability, and will inspire others to fidelity in the cause. They will be much in prayer, they will understand that their words and acts are making impressions that will not easily be effaced, but will be as enduring as eternity."

(CM, p. 56)