On March 13-17, 2011, the World Publishing Ministries Advisory was conducted at the General Conference headquarters in Silver Spring, Maryland, USA.

We, as Seventh-day Adventists, have firmly embraced the loving injunction of our Lord, who said: “Go ye therefore, and teach all nations . . .” (Matt. 28:19).

Driven by the urgency of Revelation 14 to proclaim the three angels’ messages, we are committed to both doctrinal and organizational unity in fulfilling the global commission. Therefore, with the passing of each five-year period, key departmental leaders of the world divisions assemble together for joint counsel.

In these meetings, past programs are evaluated, results are reviewed, and plans are laid for future progress. From these individual sessions, recommendations are then presented in joint assembly with the Division Presidents and their administrative staff for approval. By this careful process, the world church retains seamless identity, organizational integrity, and global focus.

These current meetings began on Sabbath, March 12. In a setting characterized by warm fellowship, delegates and accompanying spouses worshipped together. The morning sermon was presented by Elder Howard F. Faigao, Publishing Ministries Director for the General Conference. His message was a stirring call for revival, reformation, and a personal commitment to the publishing ministry to which we have been called.

Realizing that our church’s corporate revival can occur only as we, individually, are willing to let the revival begin in our own hearts, we entered into an earnest, unhurried season of prayer. Each called upon the
Lord for a personal infilling of the Holy Spirit.

On Sabbath afternoon, six of the division publishing directors rendered thrilling stories and personal testimony of God’s blessing in the lives of literature evangelists (LEs). Miracles are taking place. In some instances the efforts of literature evangelists have led to the conversion of pastors with their entire congregations becoming Adventists. In one field where a blind literature evangelist has been succeeding, there is a recent recruit (who is deaf and nearly mute) now canvassing – and succeeding!

On the next day, Sunday, the business of the advisory convened at 8:00 a.m. with a reassuring devotional message drawn from the life of David. A special banquet meal was prepared for the publishing delegates on Sunday evening; the group was entertained with a beautiful medley of hymns rendered by Viviene Martinelli, a flautist, who serves as an office secretary in the Publishing Ministries Department. She was accompanied by Mrs. Lilian Martinelli at the piano.

Monday, March 14, found the Division Publishing Directors and the Publishing House officers meeting together for the morning session. Entering the meeting room was a treat for there, on multiple tables, were product displays from all of the represented publishing houses. What colorful and attractive books and magazines this church is producing internationally! The quality is outstanding!

Elder Delbert Baker, a General Conference Vice President and Advisor to Publishing Ministries Department, presented a stirring devotional on the subject of leadership for God. This was followed by a presentation by Elder Faigao in which he outlined Seven Points of Focus for the advisory consideration. With the quinquennial theme “Bringing Hope Into Every Home”, seven areas of specific need as seen by the Publishing Ministries Department were presented:

1) Build Up the Literature Evangelist Force
2) Provide Professional Training Programs for Literature Evangelists
3) Inspire Effective Leadership through Enhanced Training
4) Stabilize the Local Church Publishing Program for Total Membership
5) Enhance Product Development
6) Strengthen Publishing House Operations
7) Develop New Methods of Marketing and Evangelism

The advisory was nicely done. May the plans that were laid and the actions taken be directed by God and utilized to His glory.

Melvin Lyon, Editor
The Publishing Leader’s Digest
On February 7-8, 2011, 19 members of the General Conference (GC) Publishing Ministries Department convened a Muslim Literature Coordinating Council (MLCC) on the campus of the Adventist University of France at Collonges, France. Their mission was to address the serious and extensive challenge of reaching adherents of the Muslim faith through literature, with the three angels’ messages of Revelation 14:6-12.

Chaired by Pastor Delbert Baker, the goal of the meeting was to review the available literature materials currently in use for Muslim outreach in various parts of the world, and to recommend titles of books to be published for the Muslim population through the ministry of our literature evangelists and church members.

The council was attended by church leaders with varied expertise and backgrounds. The group was composed of GC and division publishing leaders, editors, publishing house managers, and leaders from the GC Adventist Mission Department. The meeting was coordinated by Pastor Wilmar Hirle, Associate Director of the GC Publishing Ministries Department.

The first book approved for development and printing is about the second coming of Jesus, a doctrine that the Muslim faith believes in. This book is expected to be completed by the end of 2011, and be ready for distribution in the year 2012. It is also hoped that books for literature evangelists will soon be identified and developed to reach our Muslim friends for Christ.
Two Venezuela Unions Double Their LEs in One Year

Under the blessings of God and the inspired vision of our leaders in Venezuela, the number of literature evangelists (LEs) doubled in one year’s time. At the close of 2009, the Venezuela-Antilles Union had a total of 473 LEs, including full-time, part-time, and student. At the end of 2009, the union divided into two. By the end of 2010, just one year later, the two unions had reached a combined total of 958 LEs for a 103% increase of workers.

A key point in this remarkable progress is found in the administrators’ clear understanding of the Publishing Ministry’s philosophy and mission. Added to that is the courageous vision they hold for this ministry and their determination to implement the inspired counsels of Ellen G. White. In so doing, they chose their field leadership with prayerful consideration to carefully place the proper human talents into the right places.

West Venezuela Union: In the West Venezuela Union, the process was started by appointing the local conference/mission presidents as the publishing directors of their respective fields until the department would be well organized and established. Since then, the number of LEs has grown significantly.

East Venezuela Union: The new president of the East Venezuela Union, Pastor Josney Rodriguez, had the vision to aim for a strong publishing program consisting of 1,000 literature evangelists.

During their LE Congress held in January 2011, the publishing director reported a total of 790 LEs, of which about 500 were present at the congress. On the concluding Sabbath of the congress, a medical doctor was baptized. He was fruitage of a literature evangelist’s ministry. After his baptism, the doctor declared his own personal decision to become a literature evangelist himself!

By the grace of God, they aim to reach 1,000 LEs by the end of this year. Further, an additional goal they have in mind is to establish a union Literature Ministry Seminary (LMS), which will serve as an ongoing training center for all of their publishing workers. With a seminary building staffed with experienced and capable instructors, the union and conference/mission administrators envision a dynamic publishing ministry for the glory of God. May the blessings of God attend the forward thinking of the leadership within these two unions.
Bulgaria Develops New Plans for the Publishing Ministry

In Veliko Tarnovo, in the heart of Bulgaria, pastors, church elders, literature evangelists, and lay members met together for a publishing seminar that was presented by Pastor Howard F. Faigao, General Conference Publishing Ministries Department Director.

For some, it was the very first time to consider the literature ministry and catch its motivating spirit. The seminar instructions came as a great blessing for all.

The challenging economical situation of our times was no impediment to allowing the inspired counsels fill our hearts. The motto set forth was: “One or more literature evangelists in every local church among us.” The union’s leadership is now envisioning an increase of the number of literature evangelists from the current five to a force of 75 workers within the next three to four years.

To reach this goal, the union identified its need to employ a full-time Publishing Ministries Department Director, who will recruit, train, and supervise members to become successful literature evangelists.

Pastor Faigao clearly emphasized the need for a new vision for this work within Bulgaria. “The printed word remains long after its presenters are gone, and it will continue to do its work,” he assured. Publishing does not refer only to mission, but it also includes books and magazines designed specifically to nourish and support spiritual growth among church members and their leaders.

The concept of adopting a Missionary Book of the Year program made a strong impact and it appealed to the audience. Plans have been made for the following years, and realistic goals are being developed to give each church member, including youth and children, an opportunity to get involved in sharing God’s Word through literature.

It remains our prayer that the Lord might accompany these efforts and bless all attempts to share the Good News of the soon coming of our Lord through literature sales and distribution.
With the theme *Enviado Para Salvajar* (Sent to Save), several unions in the South American Division will hold literature evangelist (LE) Congresses in 2011. This theme is for the whole year and for the entire division. In 2010, the theme was “Called to Serve.”

Having one theme for the whole division echoes the publishing focus in a unified manner. It carries great impact among publishing leaders, literature evangelists, and the whole church leadership team. Two of such congresses were held recently in the Northeast Brazil and West Central Brazil Unions consecutively within January 23–30, 2011. These two congresses were unique for each union, but they portrayed the same message and motivation for all those who attended.

Both congresses were graced by the presence of our world Publishing Ministries director, Howard F. Faigao, and the division publishing director, Almir Marroni, and his new associate director, Tercio Marques. The Brazil Publishing House was represented by Joao Vicente Peyrera, Sales Manager.

The support of administrators for the publishing ministry was demonstrated by the attendance of all union officers, conference/mission presidents, and their respective publishing directors. The congresses were led by both unions presidents and publishing directors.

Significant features in both congresses, in addition to the messages and lectures, included the following:

1. A specially invited speaker to serve as the pastor, spiritual counselor, and devotional speaker for the whole period.
2. Powerful testimonies of literature evangelists in their soul-winning ministry for Christ, both in video and oral presentations.
3. A recognition ceremony for LEs with outstanding service rendered for the Lord.
4. A half-day of group distribution of the “missionary book” in the surrounding communities.
5. A special dedication service for the newly credentialed literature evangelists officiated by the guests, union presidents, and other administrators.
6. A solemn communion service with administrators serving the literature evangelists.
7. A baptismal rite for candidates who were the fruits of the faithful labor of our LEs.
8. A special commitment service.

These programs and activities carried out in the congresses maintained a high spiritual tone, and they made a great impact upon the lives of the literature evangelists and publishing leaders and their individual ministry. For the great success of the congresses, we all give the glory to our Savior Jesus Christ.
Mexico Launches Distribution of Three Million Books

Three million books for Mexico! This is the goal, the vision, and the enthusiastic response of church leadership and members of the four unions in Mexico.

Recently, the Adventist Mexican Editorial Group (Gema Editores) printed the book *Tiempo de Esperanza* (A Time of Hope), written by Elder Mark Finley, that was published in English under the title *When God Said Remember*. Three million of the translated copies have now been printed for distribution in Mexico by the four Mexican unions.

Special dedication services were held recently, first at the publishing house led by Elder Howard F. Faigao, Publishing Ministries Director of the General Conference (GC). Later, in January 2011, further dedication services were held during the launching of the project at the union LE congresses, presided by the union presidents, GEMA leadership, Elder Wilmar Hirle, GC Associate Publishing Director, and Elder Mirto Presentacion, IAD Publishing Director.

During the dedication prayers our leaders entreated the Holy Spirit to move upon the hearts of the people who will receive the books, and that they will read and be touched by the message within. He prayed especially that the Sabbath truth, the day of worship and the purpose of honoring God’s creation, would be understood and accepted.

During the service at the publishing house, Elder Faigao explained how a publishing house team can be filled with God’s power to spread the good news of salvation to the world. Upon conclusion, the entire team of publishing house workers expressed their individual and collective desire to put forth renewed effort into doing God’s work.

Elder Erwin González, President of Gema Editores, reminded us of the great privilege we have to become instruments in the Lord’s hands through the means of distributing this full-message book.

This book *Tiempo de Esperanza* illuminates the Sabbath truth. It reviews its compelling history, the profound Bible reasons for its sanctity, and the manner in which man attempted to change it.

In reality, it is a complete work presented in a clear and concise manner for attracting the minds and hearts of those not informed on the subject.

The work of translation was done fully by the editorial team of our publishing house. Amazingly, the cost of the book has been kept low—below 50-cents in U.S. currency. Thus it is an economical way to bring the Word of God before the public.

Last year, Gema Editores prepared one-million and three-hundred thousand copies of the book *Señales de Esperanza* (Signs of Hope), the inspired work of Pastor Alejandro Bullón, its author. Encouraged by the success of our membership getting behind that endeavor, we decided this year to move ahead more boldly. We more than doubled the printing quantity!

May God richly bless these efforts for advancing the knowledge of His Word in this, our beloved country, at this crucial time in earth’s history!
News Release: A Special Edition of Bible in Chinese

Pastor Davis Kong, former Publishing Ministries Department director, is shown holding a copy of this commemorative Bible.

Through the joint efforts of the Hong Kong Bible Society and the Publishing Ministries Department of the Hong Kong-Macau Conference of Seventh-day Adventists, a new edition of the Holy Bible in the Chinese language has been published.

At the end of the scriptural account, this issue contains a useful informational feature which lists, with scriptural references, the 28 Fundamental Beliefs held by the Seventh-day Adventist Church.

Teru Fukui, Publishing Director
Northern Asia-Pacific Division

“Blessed is the man who trusts in the Lord and has made the Lord his hope and confidence.”
Jeremiah 17:7