The small union mission of Ecuador in the South American Division (SAD) has only two local missions. Despite being small, it operates a strong and great publishing program.

This year, about 1,200 student LEs from different schools in Ecuador and abroad participated in the student literature evangelist (LE) program. Students were divided into 40 groups, with a leader in each group. In addition to selling books during the day, each student group was assigned a local church where they conducted evangelistic meetings in the evenings.

Bible instructors from local churches were hired to follow-up the interests created during the two-month period of student LE canvassing. The various churches and LEs helped pay for the Bible instructors’ services.

At the end of the summer LE program, students sold literature worth more than $2.5 million, and about 400 people were baptized.

Leonel Lozano, president and publishing director for the Ecuador Union Mission, said, “In the cities where the student LEs were assigned, they visited nearly every home.”

This group of student LEs were the champions in baptisms and total sales. With part of their wages, they were also able to build a church in Ecuador.
SAD Identifies Top Priorities
by Almir Marroni | SAD Publishing Director

During the SAD Publishing Advisory held September 20–24, four priorities were identified:

1. Develop new strategies to maximize the Student LE Program (the SAD currently has about 10,000 student LEs).
2. Increase Adventist women’s participation in canvassing, so the goal of having at least one full-time or part-time literature evangelist (LE) in each church can be reached.
3. Implement actions that will result in reaching the most people through the ministry of LEs.
4. Distribute the missionary book La Gran Esperanza (The Great Hope) into every home in South America.

SAD Holds Publishing Advisory, Leadership Council
by GC Publishing Ministries Department

At the South American Division (SAD) Quinquennial Advisory, another milestone was reached in its publishing ministry toward accomplishing Christ’s mission. One hundred fifty delegates were present, including all publishing leaders of the General Conference, division, unions, and local conferences/missions, as well as division and publishing house officers.

During the week session delegates covered topics in all aspects of the Publishing Ministry, under the leadership of Ertom Kohler, SAD president, and Almir Marroni, SAD publishing director.

The meeting reached a spiritual high on Sabbath, with the baptism of a former drug addict and professional rock band guitarist. Two student LEs had sold him The Great Controversy about five years ago. After reading it, he found Jesus. The baptism raised emotional fervor when the students who sold him the book, and are now publishing leaders, came forward to greet him.

Part of the Sabbath morning service included the distribution of The Great Controversy “into every home” (almost 3,000 books) in the small city of Águas de Lindóia, Brazil, where the advisory was held. The local district pastor coordinated the distribution and territorial coverage. This activity demonstrated that “bringing hope into every home” in many places of the world is indeed possible when church leaders and members unite and embrace the counsel of the Spirit of Prophecy.

The meeting ended with leaders praising God for His goodness and power. The printing of 50 million copies of The Great Controversy has already been ordered by the fields (unions, conferences, and churches) for distribution in the SAD. However, the goal is to distribute 70 million books by 2013. For this we give glory to God.

SAD Publishing Advisory Delegates

Publishing leaders ready to distribute The Great Controversy

SAD Publishing Advisory Delegates

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Almir Marroni
The beginning of the week was tough for canvassing. However, I had an unforgettable experience on Wednesday. In one hour I sold 17 books, an average of one book sold every three and a half minutes. Of those books, eight were especially inspired: four *Steps to Christ*, three *Darkness Before Dawn*, and one *The Great Controversy*.

As I knocked on a door with my daughter, someone yelled, “I’m coming!” A spry 92-year-old woman opened the door and became startled; she was expecting her next-door neighbors. She told us how they were Jehovah’s Witnesses and regularly helped her because of her husband’s failing health. “My priest does not help me like my neighbors do,” she said. Then she exclaimed, “I am sick and tired of this wicked world!”

At that point I told her we were Seventh-day Adventists. I presented her *The Great Controversy*. She took it, stared right into my eyes, and said, “I will read it. If the book is true, I will contact the local Adventist church.”

To think that God would use my daughter and me to give a 92-year-old woman the opportunity to understand how this world will end! What a privilege to work with our Lord and Savior. As you read this, remember that she has *The Great Controversy* and *Steps to Christ* in her home. Please pray for her. Amen! ★