World Leaders Dedicate The Great Controversy
by Viviene Martinelli | GC Publishing Editorial Assistant

The Great Controversy Project (GCP) is an extremely timely initiative that finds world divisions eager to fulfill its massive objectives. This sense of urgency, found in the worldwide Adventist movement today, was clearly reflected during the project’s dedication ceremony on October 10, 2011.

“We are very thankful for what God has already done, and what He will do for this project,” said Delbert Baker, a General Conference vice president and GCP coordinator.

During the ceremony, each division president presented the format of The Great Controversy that will be distributed within their respective territories. Those books were placed on a large globe for display.

All the divisions combined have made prayerful commitments to distribute 170 million copies of The Great Controversy worldwide! The South American Division alone is aiming to distribute nearly 70 million copies, one book for every home.

Prayers ascended for God’s supreme blessing upon His church as we unite in reaching out to people all over the world.

“May every division, union, local field, church, and church member, including administrators, participate in this great project,” said Ted N. C. Wilson, General Conference president.

Let us all pray for God’s continued blessings on this wonderful initiative.

World leaders pray for the Great Controversy Project
SSD Moves Forward with “7 Points of Focus”  
by Vivencio Bermudez | SSD Publishing Director

To strengthen the implementation of the “7 Points of Focus” that were adopted by the General Conference Publishing Ministries Department, upon recommendation of the World Publishing Advisory, the Southern Asia-Pacific Division (SSD) conducted two multi-union publishing councils.

Multi-Union Publishing Councils

Almost 200 delegates attended the Indonesia Bi-union Council. Those who attended were union officers, conference/mission officers, publishing directors, ABC managers, and area Publishing Ministries supervisors.

In the Philippines, a tri-union council was held with the participation of all local conference/mission publishing directors, union treasurers, and division leaders.

In both meetings, an emphasis on revival and reformation within the publishing family was given high priority.

With the “7 Points of Focus” initiative now in the hands of our union and local publishing leaders, every field intends to have at least one literature evangelist (LE) serving in every church!

Thus, by God’s grace, we will realize the strength of a widening degree of participation on the part of our members.

First ABC Opens in Vietnam

After many years of war without the benefit of book outlets, our church in Vietnam established its first Adventist Book Center/Home Health Education Service (ABC/HHES) office.

This agency, that is now registered with the government, allows LEs to obtain and sell our literature with greater efficiency than in the past. This improvement has also helped our recruiting efforts. ✨
During its year-end meetings, the South American Division (SAD) Executive Committee elected Almir Marroni as vice-president of the division. This comes after 28 fruitful years in publishing leadership.

Marroni began his leadership in publishing ministry as an associate director in a local conference of the South Brazil Union in 1984. He has since served at conference, union, and division levels of responsibility prior to this administrative election in the division.

Marroni says, “Time has passed quickly over the last 28 years in publishing leadership. I spent all my life working in this field. My best friends also work in the Publishing Ministry.

“I enjoy the smell of ink and paper when I visit the publishing house, and cherish the relationship with those who do literature evangelism. I love literature evangelists, and I consider each one to be precious. I do not want to distance myself from this ministry that has been such a big part of my life.”

By the grace of God, as division publishing director for the last 11 years, the division publishing program has experienced phenomenal growth in all areas, including the circulation of the annual missionary book. With the administrative support of division, unions, and local conferencesmissions, the SAD has a goal of distributing 70 million copies of The Great Controversy for 2012 and 2013. The SAD Publishing program has been a role model and an inspiration for the world field.

While Marroni will be missed in his role as the division’s Publishing Ministries director, his valued presence will still be felt by his colleagues. A major part of his activities will remain with the publishing program as the division’s liaison to Publishing Ministries. His background will enable him to fill this role very ably. He is much respected and loved by our publishing leaders and LEs alike. We wish him the best as he carries out his new responsibilities.

To fill the vacancy left by Marroni, the division committee elected Tercio Marques as the new division publishing director.

Prior to his election he was the division’s associate director. He followed the steps of his predecessor in publishing leadership in the local conference and union. He has also served as marketing manager of the Brazil Publishing House before his service in USA, where he worked for more than five years as publishing director of the Review and Herald Publishing Association.

His rich background and experience in publishing leadership are certainly great resources for his new responsibilities. When asked about his successor, Marroni said, “Tercio Marques is passionate about this cause. He is an expert in understanding the needs of this ministry, and he has a rare ability to find ways and strategies that generate growth. I have no doubt that, by the grace of God, this work will move forward.”

We invite our world publishing family to pray for both leaders as they take up their new responsibilities for the Master.