Publishing leaders meet at GC World Headquarters to make quinquennium plans.
# The Literature Evangelist

## Table of Contents

**EDITORIAL 3**  
God’s Mail Carriers  
By Wilmar Hirle

**INSPIRATIONS 4-8**  
Happy in God’s Army: Teamwork With a Purpose  
By Abraham Oberbolster

Students of Zaoksky Theological Seminary: Group Outreach Programs  
By Sergey Grigorash

Accompanied by Angels: Thai LEs Claiming the Promise  
By Demetrio “Jun” Taotao

LE Sale Yields Seven Baptisms  
By Joshua Labuvo

A High Day in the Copperbelt Zambia Field  
By Harold Cheche

**LE PROFILE 9**  
Leah Masota: From Vote-Getter to Soul-Winner  
By Philip Gai

**FEATURE STORIES 10, 11**  
Faithfulness Rewarded: The Legacy of Yuki Hirana  
By Teru Fukui

God’s New Start in Northwestern Honduras  
By Mirto Presentacion

**PROMOTION & PROGRESS 12**  
A Powerful Army  
By Erton Kobler

**PROFESSIONAL GROWTH 14**  
Selling The Bible Story Set to Those of Other Faiths  
By Kevin Geelan

**PASTORAL PERSPECTIVE 15**  
Sent to Save  
By Leonel Lozano

**LE SUMMARY REPORT 16**

ABOUT OUR COVER:  
Division Publishing Department directors and publishing house officers gathered for planning sessions at GC World Headquarters March 12-17, 2011. Plans laid for the quinquennium feature an emphasis on revival, reformation, and evangelism as necessities for a mighty surge in the growth of literature evangelists and their many ministries.

---

Director Howard R. Faiga  
Editor Mel Layton  
Assistant Editor Jan Schleder  
Layout & Design Bill Kirsten  
Editorial Secretary Viviane G. Martineschi  
Foreign Language Translators and Proofreaders Daniella V. Druet, French; Denise Faye Santos, Portuguese; Claudia Blath, Spanish

**Contributors**  

No. 695, July-September 2011. The Literature Evangelist is published quarterly by the General Conference Publishing Ministries Department for all who are interested in spreading the gospel message to the world through the printed page. For information concerning this publication, please write: Director, The Literature Evangelist, General Conference of S.D.A., Publishing Ministries Department, 12501 Old Columbia Pike, Silver Spring, MD 20904 U.S.A. E-mail: faigaof@ge.adventist.org. Tel. 301-680-6480, Fax. 301-622-9627. Another publication, The Publishing Leaders Digest, is also produced quarterly and distributed by e-mail only. To receive it free of charge, send your request to faigaof@ge.adventist.org. Just state “send Leaders Digest” and indicate your name and e-mail address. It may also be downloaded at any time from www.publishing.ge.adventist.org. Click on “Leader’s Digest” on the home page.

God’s Mail Carriers

No verse in the Bible speaks more clearly about the future of our church’s mission than Revelation 18:1. John the revelator says: “After this I saw another angel coming down from heaven. He had great authority, and the earth was illuminated by his splendor” (NIV).

To God’s church is entrusted the task of preaching the good news to everybody in the world. This gospel will, in fact, be successfully carried to all, because John saw in prophetic vision that the whole earth was indeed “illuminated.” Thus everybody will learn of Jesus, for He Himself explained that illumination: “I am the light of the world” (John 8:12, NIV). Jesus is the light who illuminates the earth. We don’t know how many will be converted, but we do know that all will learn about Jesus.

It is good to know that the literature evangelist (LE) will be a vital part of this glorious future, as stated by Ellen G. White in the year 1902: “And in a large degree through our publishing houses is to be accomplished the work of that other angel who comes down from heaven with great power and who lightens the earth with his glory” (Colporteur Ministry, p. 4).

Obviously, God is planning to use books in a large way to enlighten the earth. So which books should have priority?

To better understand Revelation 18:1, we must be aware that in Revelation 17 John is talking about Babylon, the “mother of prostitutes” (verse 5, NIV). In Revelation 18:2 John is still talking about Babylon, and in verse 4 he speaks about God inviting His children to come out of it.

However, most of those who are in Babylon are proud to be there, and in their minds they think they are in the right place, the safest place on earth. We know, though, that while this place may look safe and seem safe, it is not safe.

We need to sell many kinds of good books from our publishing houses. However, after the Bible, no other book has helped to win more souls than The Great Controversy. Why? Because no other book speaks so clearly about Babylon as this one. When those who are in Babylon understand that this place is not as safe as they think, they accept the invitation from God and come out of it. Herein lies the urgency of the message in The Great Controversy.

In 1905 Ellen G. White wrote: “I am more anxious to see a wide circulation for this book than for any others I have written; for in The Great Controversy, the last message of warning to the world is given more distinctly than in any of my other books” (Colporteur Ministry, p. 127).

The Adventist Church, as a people, has decided to undertake an ambitious worldwide distribution of The Great Controversy during the years 2012 and 2013. We believe that this action is essential at this critical point in the stream of time, and we believe that LEs will lead out in this enterprise by setting a good example—by placing a copy of The Great Controversy in every home they visit.

Each division will develop a means of printing this book at a very low price. Our creative publishing directors will work with their administrators, the laity, and their publishing houses to assure a way of getting this book printed and making it available at a very affordable price so that LEs can leave a copy of the book in every home they visit—whether a purchase is otherwise made or not.

The advice that Ellen G. White gave us can be applicable on this project: “Sell what you can, and lend or give them away as the case may seem to require. Important results will follow” (Christian Service, p. 151). Once during a boat trip on the Amazon River I asked a colporteur if he could sell me The Great Controversy book. He answered by asking: “OK, who are you?” I replied, “I am a Catholic priest.” He then proceeded to make a strong presentation by showing how important this book was for “my” life as a priest. Later on I turned into an evangelical pastor, and he made a different presentation. Finally I turned into an atheist, and again he gave a complete but different presentation. He was very well prepared to sell the book, having created 10 different presentations! This LE was selling no less than 2,000 copies of The Great Controversy per year!

Dear friends, The Great Controversy is a love letter of invitation from God to His children who are in Babylon. God is asking us to be His mail carriers and to deliver His love letter to every home.

Wilmar Hirle, 
Associate Director, 
Publishing Ministries Department, 
General Conference of Seventh-day Adventists
Meet Pieter and Toni Kruger, a wonderful husband and wife team in the publishing ministry. They are very happy people—happy to be in God’s service; happy to reach souls for God’s kingdom; happy to experience the joy of salvation while preparing others for eternity.

Pieter and Toni both come from the country of Namibia, where they met and married. They later moved to South Africa, where Pieter worked for a company that prepared chickens for the market.

Toni is not only a good mother to her children, but when the children were old enough to take care of themselves, she decided to go to work for the Lord in the literature ministry.

She began canvassing in 1990, and she was successful from the start. With her kindly way of dealing with people, she reached many souls with gospel literature. Her heart’s desire was for her husband to join her in the work, but at the time, he was not ready to consider it.

Some years passed by. Then in May of 2005 Pieter made his landmark decision. “I too am going to work for the Lord,” he said. He left his secular job to join forces with his wife in God’s global army of literature evangelists (LEs). For six years they have been a team with the central purpose of soul winning. Pieter and Toni are two very successful LEs, and they sense their own spiritual growth from serving others in this work.

Pieter and Toni have lived in a camping vehicle for the past three years. Staying mobile has enabled them to have flexibility in servicing their assigned territories. When you talk to these two undaunted gospel workers, you sense their commitment to the high calling of literature evangelism. Indeed, they live a happy, fulfilling life. Their lifestyle of service can be described as teamwork with a purpose.

We need more dedicated workers like Pieter and Toni who will embrace a career of freedom with a lifestyle of service. If you feel the Lord calling you, please phone your local publishing director and request more information.
Students of Zaoksky Theological Seminary: Group Outreach Programs

I am a student of the Seventh-day Adventist Zaoksky Theological Seminary, located in the town of Zaoksky in the Tula Region of Russia. My fellow students and I believe we are living in the end times of earth’s history and that there is a special work that needs to be done in preparing others for eternity.

We relate personally to the words of Jesus, who said: “And this gospel of the kingdom shall be preached in all the world for a witness unto all nations; and then shall the end come” (Matt. 24:14, KJV). For us, “all nations” is globally inclusive. It includes every person of every creed, of every nation, and of every belief system, including those confessing Islam and Buddhism.

We need to follow the counsels that instruct us to reach people through the health message. We need to have good books to sell that teach people how to live a healthy life through good habits of hygiene, eating, exercise, and temperance; books that enable people to find ready and reliable means of treating illness and disease.

Through Ellen G. White, God’s inspired servant, we have been counseled to use the health message as “the right arm” of the gospel, thus preparing the way for receptivity to spiritual materials as well.

Student literature evangelist Sergey Grigorash

(Colporteur Ministry, p. 131). Medical missionary work wins friends for the gospel message.

We students of Zaoksky Theological Seminary have been distributing books in the North Caucasus: Dagestan, Chechen Republic, Kabardino-Balkaria, and Karachay-Cherkessia, and other parts of Russia, as well.

When God led me to gather students for missionary work in this region, many looked at this cautiously, but the Bible injunction to go to work for others is clear, and it must be accomplished.

Trust in God, 20 of us students divided into four groups, and we went to the Caucasus. I served as the initial coordinator of the project, and then I worked in one of the groups of five people who canvassed in numerous places. We worked throughout the territory of Dagestan and the other above-mentioned territories. God motivated us to sell and distribute literature at health exhibitions and in parks, hospitals, universities, health clinics, sanitariums, factories, and other institutions. In a period of 45 days more than 30 such major campaigns were run, plus many more endeavors smaller in scope.

Several times our work was picked up by the news media and was favorably presented through local television and newspapers. After that blessed period of service we four groups met again and shared experiences. God blessed us so much that even doctors bought freely of our books—literally piles of them!

We prayed with people very often, even with hundreds of Muslims. We lifted them up to the Father, Son, and Holy Spirit. And praise God, He touched their hearts! When we prayed with and for them, many said that they felt immediate relief and blessing after our prayers.

God is good! He blessed our efforts.

Sergey Grigorash, Student Literature Evangelist, Zaoksky Theological Seminary, Russia
Near sunset on January 12, 2011, I arrived in Lampang, the third-largest town in northern Thailand. I had come to visit my three literature evangelists (LEs) working in that area.

One of the LEs said to me with a discouraged tone of voice, “Sir, for one week we have sold only three books.” As a leader I could well understand her feelings. So I immediately called the other LEs to come over and join together by the book display. After we bowed our heads, I offered an earnest prayer for God’s presence and His special blessing as we worked together. When we finished, I could see a new light of encouragement in their eyes.

We then started in by distributing a lot of free literature to the public, and before 8:00 p.m. we had gotten some orders. Things were already looking up.

The next morning at worship we read the Bible. I could sense that they needed to recapture their living, vibrant awareness that in working for perishing souls they were not alone. So I began to talk about the wonderful ministry of God’s holy angels. I quoted the Spirit of Prophecy passage that reads: “We need to understand better than we do the mission of the angels. It would be well to remember that every true child of God has the cooperation of heavenly beings” (Colporteur Ministry, p. 110). I related true stories of how angels have ministered to LEs.

After worship we went out to do field work, and for the next two days we saw how the Lord really works for us when we rely on the gift of these powerful beings from heaven. Results improved dramatically.

On the third day God gave us a most encouraging experience. I was heading back to Bangkok with these three LEs. At lunch we stopped at a restaurant with open-walled shelters where people can eat and be protected from the sun and rain. We sat down in one to be served.

Soon the waiter came to our table to ask for our order, but first he placed five glasses of water before us. One of the LEs commented, “Why did the waiter bring us five glasses of water when we are but four?” I just said, “Never mind.” After a few minutes the same waiter returned with five plates of food for the four of us, then surely there must be an unseen angel with us—visible only to him.

Soon he placed before us not four, but five, plates of rice! After lunch we drove on to Bangkok with gladness in our hearts. We sang songs together in celebration of God’s goodness.

Despite the many obstacles that LEs in Thailand have encountered, we have the blessed assurance that our companionship with angels is real: “Those who labor for the good of others are working in union with the heavenly angels. They have their constant companionship, their unceasing ministry” (Colporteur Ministry, p. 110).

Demetrio “Jun” Taotao, Director, Publishing Ministries Department, Thailand Mission
Church member who gave the Bible studies to the lady from the market:

“As a member of the Naha SDA church, I wish to commend you on the work done by one of your LEs, Mrs. Howleedy Simeon. She has done a tremendous work in the selling of books and witnessing for God. Many people—including me—have been touched and blessed by her work.

“I wish to reflect on one particular time when she sold books at Mamulele Market to a lady who approached her. This lady was a headmistress in one of the schools in town and a member of the South Sea Evangelical Church, a group of Pentecostal congregations in the Solomon Islands.

“During the course of her conversation with Howleedy, the lady showed an interest in Bible studies. I was privileged to conduct those Bible studies, and eventually she was baptized. Now the lady shares her love for Jesus with others, and as a result seven more souls have accepted Him.

“Interestingly, one of the seven people baptized was a pastor for the South Sea Evangelical Church. While sick and a patient in Honiara, he was introduced to the full Bible truth, especially the seventh-day Sabbath, a topic that had troubled him for a long time. He was baptized at the Maranatha Hall of the Seventh-day Adventist church in Burns Creek. Furthermore, he pledged to go back to his village and share the Sabbath message and other biblical truths with his church members. With God’s help, he wishes to eventually turn his old church into an SDA church. This is all a result of the literature evangelism work that Howleedy has done.

“Praise the Lord for using Howleedy for the advancement of His work through literature evangelism!”

Joshua Labuvelo,
Area Manager,
Solomon Islands,
South Pacific Division
December 11, 2010, was a bright and exciting Sabbath day for the Copperbelt Zambia Field. Its president, Daniel Chunga; secretary-treasurer, Abel Koti; and publishing/Spirit of Prophecy director, Harold Cheche, were all visiting the Chingola Mission District for a special baptism. Twenty souls were being buried in the waters of baptism and joining the Seventh-day Adventist fellowship!

That wonderful event came to pass in the following way. Literature evangelist (LE) Thomas Lemana, who works in the Chingola District, had delivered a book titled *Seventh-day Adventists Believe* to a man named Sichalwe, a pastor for the local congregation of the Pentecostal World Bible Church. His church was meeting at one of the local government’s basic schools in Chingola town. Chingola is one of Zambia’s mining towns located near the border with the Democratic Republic of the Congo, about 205 miles (330 km) away from Lusaka, Zambia’s capital city.

Brother Lemana, the LE, had sold a set of two books, *To Have and to Hold* and *Seventh-day Adventists Believe*, to a member of the local Pentecostal World Bible church. This purchaser had paid for the set, but he declined to receive the *Seventh-day Adventists Believe* book. Brother Lemana, acting upon an inspiration, offered the rejected book to the customer’s pastor. The pastor started reading the book, and the next Sunday he drew his sermon from that very book! His Bible studies were also based on *Seventh-day Adventists Believe*.

Pastor Sichalwe’s people were astonished at the clarity of the messages he was now presenting. This continued for quite some time. Three months later Pastor Sichalwe declared: “There has been a battle within me—it is so evident that my group and I have been in error!” At that point in time Brother Lemana linked the pastor and some of his group with the local Adventist church elders for further Bible studies.

So Sabbath, December 11, 2010, was indeed a joyous day because Pastor Sichalwe, his wife, Pastor Simwanza (his assistant pastor), and 17 others were baptized into God’s truth and the fellowship of Adventist believers!

After the baptisms the local publishing director and I sought out Pastor Sichalwe. We wanted to see his joy up close, and we wanted to hear him express what was going on in his heart. I wanted to ask him how he now planned to proclaim his newfound faith. Both the pastor and his assistant chimed in together: “That book *Seventh-day Adventists Believe* must become known and read by many! We are ready to go to work as literature evangelists and seek all who are lost!”

They have signed their application forms and will undergo training soon. They will also go through an instructive series of evangelistic meetings for new converts. And all of this had its genesis with the reading of that one rejected book that Brother Lemana, the resourceful LE, thought to offer to Pastor Sichalwe. We thank God for the miracles that happen every day in peoples’ lives through the efforts of our dear LEs. Glory to the Lamb of God!

Harold Cheche
Director, Publishing Ministries Department, Copperbelt Zambia Field
Leah Masota: From Vote-Getter to Soul-Winner

When you walk down the streets of Dar es Salaam, Tanzania, it is quite possible that you will meet Leah Masota, an outstanding literature evangelist (LE) of distinctive service. Leah was born in Shiyanga, Tanzania. She married in 1990 and is the mother of two sons and two daughters.

Having joined the literature ministry in the year 2000, she has consistently maintained her credentialed status through exemplary service. She comes to literature evangelism with a unique background.

Leah became a very influential politician. She was secretary general of the most powerful opposition party in Tanzania. She was also the women’s leader and their regional representative to the National Party. Her national recognition grew throughout all of Tanzania and beyond.

At the height of acclaim and popularity she sensed her call to serve the Lord. She became a baptized church member and abandoned the power, prestige, and prosperity of her public position in order to commit her energies to literature ministry.

Her former colleagues in politics pleaded with her to recant and return to political activism. They wondered why she quit politics in the prime of her career, when she was acquiring a lot of earthly gains. But there was no turning back for Leah.

Today she exerts the same energy and zeal with which she once crisscrossed the country in search of votes, but now she visits cities and towns to search for souls and to distribute literature. Her clientele base is amazing. She has won the hearts of so many of the good people in the Pentecostal and Evangelical churches. She also has clients among powerful witch doctors, and she sells literature to them and their clients. She leads them to the Great Physician, Jesus.

When Leah visits places where there are demons and demonic activities, she prays and then walks courageously forward. She commands demons to stand aside and let God’s messenger go through. It is an approach that has never failed her.

She visits places where regular pastors don’t go. Her territory includes establishments such as Tanzania Breweries Ltd., a major business at which she has sold books like the leaves of autumn. She is known to the top and junior officers alike as a gifted spiritual leader and counselor. She goes into the factory areas, where few ever go to represent the gospel.

Leah is also talented at conducting seminars and giving counsel on health and social issues. This introduces her to an ever-broadening base of contacts. Through all of this Leah remains humble, giving God all the credit for her successes.

Leah is a good steward of God’s means. She gives back 50 percent of her income to Him! The first 10 percent is for tithe, and the second 10 percent is used to purchase literature that she then distributes free of charge to people who are poor. The remaining 30 percent is for offerings and missionary projects.

Leah loves her profession as an LE, a job she says she will never give up. Her commitment is clear, even in the face of some developing health challenges. She firmly trusts in the Lord.

Philip Gai, Director, Publishing Ministries Department, East-Central Africa Division
Sister Yuki Hirana was a soft-spoken Japanese literature evangelist (LE) of many years’ experience. A diminutive lady barely five feet tall, her quiet, inconspicuous life was a power for good.

As Sister Hirana grew older, she was slowing down. Although she walked with faltering footsteps, she faithfully continued canvassing the shops in her area for another 10 years.

At a shoe repair shop the owner continued to welcome her and purchase literature from her over the years. He enjoyed her gracious dignity and kindly interest in his family. He was the father of two boys and a daughter. Whenever Sister Hirana came to visit, she always remembered the children and brought something special just for them.

Sister Hirana and the shopkeeper became good friends. He had body pains, and she gave him useful health and spiritual counsel from our books. The two friends often prayed in a quiet part of the shop. As the children grew, Sister Hirana’s gifts of sweets were replaced by gifts of children’s books. The children loved and respected Sister Hirana. She filled a special place in their hearts, for they had lost their mother at a tender age.

As the years passed, Sister Hirana’s visits to the shop became less frequent. The last time she ever visited, she sold another book to the shopkeeper, and he noticed that her handwriting on the receipt pad was becoming hard to read. But she faithfully prayed with him that the children would grow up to love and serve God.

One day the young man went to a big library at the university he was attending, and he happened to read about the people of a unique church called the Seventh-day Adventist Church. They observed the seventh-day Sabbath, and they honored all the Ten Commandments. To him, this represented a small light in the darkness of his unbelief. His heart was stirred, and his mind was curious.

Some evangelistic meetings were being conducted by the Seventh-day Adventist church of Fukuoka city, Japan, where he and his family were living. His father started attending the services, and he went along. Suddenly the young man realized that this church was the church of Yuki Hirana. He was excited! He became energized to read more and study deeply. Through studying the sure words of Scripture, he, his father, and brother—and later, his sister—were all led to accept God’s message and be baptized into God’s remnant church.

Much joy came to the whole family. And it had all started with the faithful little LE. That 18-year-old young man became a minister for the Lord, and today he looks back with profound appreciation for Yuki Hirana.

I know this because that shopkeeper was my father, and I was that young man. It is my own story for which I thank the Lord.

Teru Fukui, Director, Publishing Ministries Department, Northern Asia-Pacific Division
God’s New Start in Northwestern Honduras

When Brother Bismark Aguilar was assigned to develop the literature evangelism work in the northwestern area of Honduras, he knew it would be a challenge, because at that time he had only five colporteurs. But he accepted the challenge in the knowledge that God is the one who drives His work, and that He blesses our efforts when we humbly place ourselves in His hands.

Brother Aguilar set about vigorously recruiting new workers. After recruiting 26 new colporteurs, he gathered them together and took them through a course for beginners. This was conducted in December 2010 at the Valley of Angels Convention Center. Brother Aguilar knew that he had to train and inspire these new workers to the maximum level. Resolving that travel should not be an obstacle, he arranged for their meeting together at Lempira. There they could put their theoretical knowledge to work, and it would be an ideal place to do this. Brother Aguilar rented a house and brought the entire team there in order to concentrate on accompanying, encouraging, and challenging each student during a 15-day session.

The results were gratifying for all. Two of the colporteurs were invited by Brother Jos Diego and his wife to participate in their worship service one Sabbath at a cottage on the outskirts of Lempira. There the colporteurs encountered a group of about 40 people who identified themselves as Seventh-day Adventists even though they were not official members. During the Sabbath lunch after the service, the two colporteurs learned the story of Brother Diego, who was the leader of the group. At one time he had been an Adventist, but then he had left the church.

Shortly after that Sabbath Brother Diego and his family began studying the teachings of the Bible and the fundamental doctrines of the Adventist Church with Brother Aguilar. The colporteur challenged Brother Diego to reconsider his position and rejoin the church. To Brother Aguilar’s surprise and delight, the next week Brother Diego told him that he, his wife, and many others of the group had decided to request baptism. Thus 20 precious souls were submerged in the waters of baptism to the glory of the Lord on February 12, 2011.

May God bless everyone who takes on the sacred mission of sharing the gospel through the publishing ministry, bringing hope to every corner of the world.

Brother Jos Diego and his wife, who were baptized along with other believers

Mirto Presentacion, Director, Publishing Ministries Department, Inter-American Division

www.publishing.gc.adventist.org 11
A quick review of our church’s history brings to light the important role of publishing ministries in bringing us to where we are today. In many countries the church was established through the distribution of literature or through the labor of dedicated literature evangelists (LEs).

Our literature bears a message that reaches multitudes and endures over time. It reaches places that otherwise would be unreachable; it passes through many people’s hands. It reaches the rich and the poor, large metropolises and rural areas.

This story has been repeated in the South American Division through the church’s efforts. The church has widely distributed our publications, assisted by the labor of a powerful army of self-supporting church missionaries. Our LEs confront all kinds of challenges, but they are confident in the mission they must fulfill. In the South American Division alone they include 3,147 LEs. And if we add student colporteurs, their number reaches 9,953 workers who annually make contact with about 12 million people. In 2010 they sold 4,419,532 books and magazines, and distributed 1,097,562 pieces of free missionary literature. They prayed with 1,685,742 customers, gave 216,141 Bible studies, and brought 2,572 people to baptism. Also, in 2010 they were responsible for 46 percent of literature evangelism sales worldwide.

Literature evangelism and integrated evangelism: The church in South America works with the method called integrated evangelism. This means that every department of the church is directly involved in the fulfillment of our mission, advancing together in the proclamation of our hope. The publishing work plays an essential role in this vision. In addition to being missionaries on the front lines, our LEs are leaders in their churches and promote missionary projects with great determination. However, their labor reaches even further. A few examples follow.

Literature evangelism as a harvest method: The Ecuador, Argentina, Chile, West Central Brazil, and South Brazil unions have held harvest campaigns aimed at LE contacts. Before ending a training program for LEs or students, the colporteurs bring their contacts to church to attend an evangelistic program carried out by the workers themselves. Many have made decisions for baptism.

Student literature evangelists: More than 10,000 young people dedicate their vacation months to experience the “higher education” of sharing the gospel by selling literature. Many go out in order to acquire resources to continue their studies, but they also receive great spiritual blessings in addition to developing emotionally and socially. One such program is the Dream Big Project, which has existed for 10 years and involves about 1,500 young people each year. They sell books in order to have funds to enter an Adventist university.

Missionary books: The distribution of missionary books has been at the center of the church’s missionary movement. The goal of the South American Division...
is to place one book in every home by the year 2015. We began this massive distribution of missionary books six years ago, and when each new book is launched, the church participates with even more enthusiasm.

Since 2006 we have distributed six different books totaling 35.3 million copies.

At the South American Division Ministerial Council held in May 2011 in the city of Iguazu Falls, Brazil, 4,000 pastors distributed 40,000 books door-to-door. This was the biggest distribution of free books in the history of the city, and all of the pastors put into practice what they will be repeating in their own districts in 2012. As Ellen White says: “Ministers and people should engage in the circulation of books, pamphlets, and tracts, as never before. Sell where people are able and willing to purchase, and where they are not, give them the books” (Testimonies for the Church, vol. 1, p. 690).

In 2012 we are planning to distribute the greatest number of missionary books in the history of the church. There will be a distribution of 30 million copies of The Great Hope, a compilation of 11 chapters from The Great Controversy.

In 2008, in addition to the missionary books, we began the project known as Impact Hope, once again distributing literature. During the first year of this project, on a single Sabbath 20 million magazines about Christ’s return were handed out! In 2010, for the second round, the project grew. Thirty million magazines that presented the Sabbath as a day of hope were distributed by the church in just one day!

A powerful army: I firmly believe in the importance of the publishing work being carried out by the LEs as well as by the church as a whole. For this reason this work has had a part to play in all the major integrated evangelism movements in South America.

Besides the continued participation of the church in literature distribution, we want to increase the number of LEs, achieving an average of one LE per church. So we have allocated 1 percent of the tithes from each conference and mission for the promotion of publishing ministries. The church has allotted more benefits to its LEs in an effort to give them the security needed to continue accomplishing a great work. Also, our publishing houses have invested notable resources in the training of LEs and in the conserving of new leaders who may ignite this ministry.

Moreover, miracles are happening every day. In the year 2009 an LE passed through a commercial center in the city of Jundiaí, in the state of São Paulo, Brazil. He was selling the book Signs of Hope. He canvassed a lady named Dayse in one of the stores, and she felt compelled to buy the book just to help out the “salesman.” After all, she didn’t enjoy reading, so she simply took the book home and stored it away.

André, her brother, and Gleise, her sister-in-law, were searching the Bible and seeking to know more about the Sabbath, the sanctuary, and other doctrines that were not taught in the evangelical church they attended. During a conversation with her sister-in-law, Dayse remembered the book that she had bought; she gave it to her brother. André read it at once and was very impressed with the message. Now they needed only to discover the name of the church that kept all the truths in the book.

At that point God showed that He has incredible ways to reach each person. One day Cleide, an Adventist, tripped over a hole on the sidewalk in front of the store where Gleise worked. As an unexpected result of that incident the store manager decided to hire Cleide. While the two women worked in the store one day, Gleise commented to Cleide that her husband had read a book and was now trying to find the church that published it. Upon learning that the book was printed by the Brazil Publishing House, Cleide told her that she was a Seventh-day Adventist—and that her church was the one they were seeking.

That supplied the missing link. The whole family, who attended different evangelical churches, began studying the Bible, and on January 29, 2011, they were baptized. Now 17 other people are being prepared for baptism.

Everything began with one book. Thousands of stories like this are repeated often in South America. So how can one not believe in and support the work of these church members and LEs?
The 10-volume Bible Story set, by Arthur S. Maxwell, is a timeless treasure. Sold by literature evangelists around the world, these books are a power to lift up Jesus and lead people to love His sacred Word.

How can we increase the sales of these beautiful books, thus introducing Jesus to countless thousands? I believe that we need to become sensitive in knowing how to connect the message within the books to believers of other faiths.

Point them to places in these volumes where they can find the relevant stories that connect with some of their core beliefs. When we have a deep love for these people and a sincere desire to become their friends and give them tools that will bless their families, they will open their hearts and their homes to us.

Here are a few examples of what I mean:

Catholics
Emphasize the cross and what “our blessed Lord” did for us on the cross, especially showing them volume 9, part 3. The cross is central to Catholicism, so lift up Jesus when talking to these sincere Christian friends.

Because of the Catholic focus on Mary, use the story “Good-bye, Mother!” (vol. 9, pp. 118-123), in which Jesus thinks about His mother and makes provision for her future. Read aloud the last page of this story to your customers. It is a very powerful close that appeals to the deeper emotions.

Latter-day Saints (Mormons)
Concentrate on the Temple and the priesthood, as this is what they are interested in. Refer to the section entitled Stories of Solomon, volume 4, part 3.

They also emphasize the promise that God will give wisdom to those who ask for it. So focus on Solomon’s request for wisdom over riches and fame, and also direct their attention to the story “Dividing a Baby” (pp. 134-136).

Charismatics
Open volume 10 to the story “The Flame From Heaven,” about the outpouring of the Holy Spirit (pp. 9-13). Emphasize the desire of the disciples to be filled with the Holy Spirit, and then read the paragraphs on page 12 that say this: “They feel they have prayed enough; now they must go out and tell the world about their risen Lord.

“From this fire-filled room 120 men and women go out, on fire for God, eager to carry the light of His love to every part of the earth.”

In addition, because of their focus on loving and sharing, highlight the story “The Wound Washer” (vol. 10, pp. 85-88), about Paul and Silas being ministered to by the Philippian jailer. Read to the customer this paragraph on page 87: “The world needs more wound washers today. So does your church, your school, your family.”

Let us visit people of all faiths and listen to them—and really hear about their faith and beliefs. Then let us study The Bible Story volumes diligently, asking God for abundant wisdom to know how to best present them to other Christians, so that we may truly spread these beautiful books “like the leaves of autumn”!

Kevin Geelan, Sales Manager, Signs Publishing Company, Warburton, Victoria, Australia
Pastoral Perspective

Sent to Save

What? Colporteur in the same territory as last summer? Impossible! The group doesn’t want to go back there, Pastor. They want a new area to work in.” These were the unencouraging words of Wilmer Andueza, a third-year theology student and student colporteur leader at Ecuador Adventist College (EAC).

After a few more minutes of conversing with me, he left. In the silence of my office I prayed: “Lord, I know You have big plans for Wilmer, for his team, and for Lago Agrio. You have something even better in store than last summer.”

Wilmer and his team had done an extraordinary job in the city of Lago Agrio, Ecuador, during the summer of 2009-2010. (Since Ecuador is in the Southern Hemisphere, the summer months are December through February.) Nineteen young people had sold US$80,000 worth of books while there.

In early November I received a much more positive phone call from Wilmer. He said, “Pastor, I have the team ready for Lago Agrio. My best colporteur from last year won’t be going, but with him or without him, God will do great things!” I responded with a strong “Amen!” and silently thanked God.

Twenty-four courageous students from EAC arrived in Lago Agrio on December 9, 2010, with the motto “Sent to save Lago Agrio for Christ.”

After attending church the first Sabbath and getting to know the city, they challenged themselves and each other. They set goals and drew up strategies.

Wilmer realized that the previous year’s project had been a mediocre colporteur effort. He told me: “Pastor, literature evangelism is more than selling books. It is about bringing souls to Christ. Now I know why God brought us here. This year, Pastor, I want baptisms. God has sent us here to save people.”

On Sabbath, January 8, Wilmer’s team spent the first part of the day fasting and praying. At 3:00 p.m., along with some church members and the district pastor, they selected a neighborhood and went out to visit families and find contacts for Christ. Each colporteur obtained three or four Bible study contacts.

From then on they did not rest until their dream—baptisms—turned into a reality. The team became ever more dedicated to holding early-morning prayer sessions. They organized church prayer vigils, pledged money, and helped build a church for the new congregation’s worship.

February 19-26, the student colporteurs’ last week in Lago Agrio, they were so eager to see the results of their hard work and earnest petitions to God for new believers. During this special week they were joined by modern-day Joshuas and Calebs, who were on hand in order to help encourage decisions for Christ and to make visits along with the dedicated student messengers of hope.

On Sabbath, February 26, 23 souls entered the baptismal pool. It was a day of tears—tears that sprang forth from joyful hearts that were grateful to God for the great spiritual victories won. And the student colporteurs reaped not only baptisms but also their wages. They were rewarded with an increase in sales compared with the previous year. Their sales reached US$141,000!

Today, Wilmer cannot stop expressing his gratitude to God for the triumphs gained. For God, nothing is impossible. The colporteur team is fondly remembered in Lago Agrio.

These young missionaries, who were sent to save, left an empty space in the hearts of the church members. Notwithstanding that, the seats of the church are filled with precious souls who decided to follow Jesus. Glory to God!

Leonel Lozano, Union President and Publishing Ministries Director, Ecuador Union Mission
**Literature Evangelist Summary Report**

**PUBLISHING MINISTRIES DEPARTMENT**

**General Conference of SDA**

**As of March 31, 2011**

<table>
<thead>
<tr>
<th>Reporting Organization</th>
<th>Publishing Leaders</th>
<th>No. of Literature Evangelists</th>
<th>Total Sales in US$</th>
<th>No. of Books &amp; Magazines Sold</th>
<th>Free Literature Given</th>
<th>Prayers Offered</th>
<th>No. of Homes Visited</th>
<th>Interests Contacted for Bible Studies</th>
<th>LE Contacts Baptized</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>FT</td>
<td>PT</td>
<td>Total FT &amp; PT</td>
<td>STU*</td>
<td>FT</td>
<td>PT</td>
<td>Total FT &amp; PT</td>
<td>STU*</td>
</tr>
<tr>
<td>East-Central Africa</td>
<td>169</td>
<td>2,584</td>
<td>2,329</td>
<td>4,913</td>
<td>500</td>
<td>$1,367,435.36</td>
<td>159,225</td>
<td>229,382</td>
<td>305,558</td>
</tr>
<tr>
<td>Euro-Africa</td>
<td>25</td>
<td>174</td>
<td>277</td>
<td>451</td>
<td>180</td>
<td>$1,733,771.00</td>
<td>262,613</td>
<td>25,564</td>
<td>1,278</td>
</tr>
<tr>
<td>Euro-Asia</td>
<td>129</td>
<td>249</td>
<td>1,342</td>
<td>1,591</td>
<td>200</td>
<td>$461,524.10</td>
<td>287,921</td>
<td>236,975</td>
<td>13,493</td>
</tr>
<tr>
<td>Inter-American</td>
<td>108</td>
<td>1,252</td>
<td>2,276</td>
<td>4,028</td>
<td>4,083</td>
<td>$3,381,213.66</td>
<td>248,867</td>
<td>74,540</td>
<td>67,927</td>
</tr>
<tr>
<td>North American</td>
<td>65</td>
<td>284</td>
<td>221</td>
<td>505</td>
<td>1,985</td>
<td>$2,231,536.28</td>
<td>92,374</td>
<td>70,831</td>
<td>62,833</td>
</tr>
<tr>
<td>Northern Asia-Pacific</td>
<td>21</td>
<td>217</td>
<td>198</td>
<td>415</td>
<td>48</td>
<td>$1,386,623.70</td>
<td>287,921</td>
<td>236,975</td>
<td>13,493</td>
</tr>
<tr>
<td>South American</td>
<td>309</td>
<td>2,679</td>
<td>830</td>
<td>3,500</td>
<td>9,983</td>
<td>$30,876,404.77</td>
<td>1,953,204</td>
<td>439,917</td>
<td>559,809</td>
</tr>
<tr>
<td>South Pacific</td>
<td>49</td>
<td>368</td>
<td>0</td>
<td>368</td>
<td>11</td>
<td>$536,327.00</td>
<td>0</td>
<td>11,549</td>
<td>4,953</td>
</tr>
<tr>
<td>Southern Africa-Indian</td>
<td>90</td>
<td>1,403</td>
<td>1,093</td>
<td>2,494</td>
<td>55</td>
<td>$1,230,728.02</td>
<td>371,921</td>
<td>86,035</td>
<td>59,428</td>
</tr>
<tr>
<td>Southern Asia</td>
<td>20</td>
<td>73</td>
<td>102</td>
<td>175</td>
<td>24</td>
<td>$42,568.50</td>
<td>55,241</td>
<td>133,146</td>
<td>16,064</td>
</tr>
<tr>
<td>Southern Asia-Pacific</td>
<td>265</td>
<td>2,892</td>
<td>1,439</td>
<td>4,331</td>
<td>1,726</td>
<td>$1,518,798.65</td>
<td>145,218</td>
<td>298,035</td>
<td>385,209</td>
</tr>
<tr>
<td>Trans-European</td>
<td>11</td>
<td>57</td>
<td>48</td>
<td>105</td>
<td>8</td>
<td>$67,350.01</td>
<td>11,497</td>
<td>9,612</td>
<td>393</td>
</tr>
<tr>
<td>West-Central Africa **</td>
<td>52</td>
<td>1,375</td>
<td>775</td>
<td>2,154</td>
<td>147</td>
<td>$50,999.39</td>
<td>14,009</td>
<td>24,214</td>
<td>33,408</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1,367</td>
<td>14,102</td>
<td>10,930</td>
<td>25,032</td>
<td>19,940</td>
<td>$44,551,481.13</td>
<td>3,648,732</td>
<td>2,044,537</td>
<td>1,441,959</td>
</tr>
</tbody>
</table>

*The Student LE figure is based on Student - 2010 Annual Report. The number of LE students is reported only once a year in December.*

**Report from January to February 2011.**