

## General Conference Publishing Department Conducts World Publishing Houses Council



Ted Wilson, president of the General Conference (front row, fourth from left), and Almir Marroni, director of General Conference Publishing Ministries (center), pose for a group photo with delegates, guest speakers, and staff members of the General Conference Publishing Ministries.

The General Conference Publishing Department held a World Publishing Houses Council from January 27 to 30, 2025, at the world church headquarters, attended by more than 50 publishing house managers and representatives from all divisions. The theme was "Publishing Today and Tomorrow: Advancing and Integrating for Mission."

Almir Marroni, GC Publishing Ministries director, stated, "This council provides a unique platform to exchange ideas, strengthen partnerships, and develop strategies that harmonize our global vision with local impact . . . leveraging technology, creativity, and collaboration to extend reach and relevance in advancing God's kingdom."

GC president Ted N. C. Wilson, attending all sessions, stressed the importance of staying faithful to the original mission while embracing change. He reassured the publishing houses of the church's full support as the publishing houses represent the message of the angel in Revelation 18:1-4, calling people out of confusion and Babylon and back to the true worship of God.

General Conference officers also contributed presentations and devotions: GC secretary Erton Köhler highlighted the role of publishing houses in mission; GC treasurer Paul Douglas spoke on time and financial management, and GC vice president Guillermo Biaggi presented a devotion.

Other presentations included "The Impact of the Publishing Houses on Adventist History," by David Trim; "Building Synergy With Other Church Media," by Sam Neves; "Piracy in the Digital Sphere," by Justin Baham; and "Copyrights and Licenses," by Melinda Worden. Other presenters included Merlin Burt, of the Ellen G. White Estate; Jim Howard, of the Sabbath School and Personal Ministries Department; and Justin Kim, of the Adventist Review.

The council encouraged the houses to seek collaboration and forge forward in unity while producing new publications and overcoming obstacles.

The council concluded with a banquet honoring the publishing houses' commitment to mission and their role in distributing millions of copies of The Great Controversy worldwide under The Great Controversy Project 2.0. Each publishing house received an award. The department presented Elder Marroni with a plaque of appreciation for his visionary leadership.



## The Power of a Simple Tract: Transforming Lives With Messages of Hope and Wholeness

**Christelle Agboka**, North American Division



A young participant of the Southern Union Publishing Department's outreach event smiles as she hands out tracts at Atlanta, Georgia's Mercedes Stadium. Photo provided by Carl McRoy

On October 19, 2024, the North American Division (NAD) Literature Ministries Department partnered with a group of enthusiastic young people to distribute tracts at Mercedes-Benz Stadium in Atlanta during the Georgia-Notre Dame game. One participant joyfully described the experience as "silent preaching" through the simple act of handing out tracts.

Carl McRoy, NAD Publishing Ministries director, mentioned that tract distribution "does not require any expertise—you just look for opportunities to share." He further shared that between Signs, Vibrant Life, and El Centinela, 2.6 million tracts were sold last year. While that is a decent number, he said, "We should be able to challenge ourselves to do more in a division with more than 375 million people to reach."

Click the following link to read the full story, including an inspiring testimony of a young life transformed by a single tract:

<https://www.nadadventist.org/news/power-simple-tract-transforming-lives-messages-hope-and-wholeness>

## Empowered for Mission: Union-wide Congress Reaffirms Spirit of Prophecy and Literature Evangelism

**Alleyhndra Celio anak Anis**, media volunteer - Sarawak Mission



A total of 103 participants took part in the congress, including 77 official delegates and 11 speakers and presenters.

From April 16 to 19, 2025, a total of 103 delegates participated in the combined Spirit of Prophecy (SOP) and Literature Evangelism Congress held in Sarawak, Malaysia. The attendees included leaders from Publishing Ministries and SOP departments, union and local conference officials, literature evangelists, guest speakers, and other members of the Sarawak Mission.

The purpose of the congress was to celebrate and strengthen the mission of the Seventh-day Adventist Church through literature ministries and the prophetic writings of Ellen G. White. The event was held under the theme "Lest We Forget: Sharing the Vision, Sharing God's Love Through the Literature Ministry."

The congress was honored by the presence of distinguished speakers, including:

- Stephen Apola, associate Publishing director of the General Conference
- Rey Cabanero, Publishing director of the Southern Asia-Pacific Division (SSD)
- Donny Chrissutianto, director of the Ellen G. White Estate Branch Office
- Gomer Vistal, vice president of marketing at the Philippine Publishing House (PPH)
- Varah Mhaingam, director of the Ellen G. White Research Center at Asia-Pacific International University (AIU)
- Francis Lajanim, retired Publishing director of the Southern Asia Union Mission (SAUM)
- Edgar Bryan Tolentino, Spirit of Prophecy director of the Southern Asia-Pacific Division (SSD)
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"God is not an ATM machine—He wants to be close to us, to have a connection with us," said Stephen Apola, reminding delegates of the importance of building a personal relationship with God.

Highlights of the congress included a session of inspiring testimonies from literature evangelists and an awards ceremony recognizing the dedication and service of faithful workers in the literature ministry.

You may click on the following link to read the full story:

<https://adventistsarawak.org/2025/04/23/empowered-for-mission-union-wide-congress-reaffirms-spirit-of-prophecy-and-literature-evangelism/>

