

From the G.C. President

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O **“ADVENTIST HEALTH”** will now appear as the dominant feature in the name of each hospital and health-related organization in the North Pacific and Pacific Unions. How I’ve prayed that the day will come, and this is a welcome first step, when all hospitals managed by a regional Adventist Health System, will proudly include “Adventist” in their name! In fact, wouldn’t it be great if each of our institutions shared in a similar logo: **“Adventist Education”** as a logo that will appear in connection with the name of every Adventist educational institution--primary, secondary and college or university and **“Adventist Publishing”** in connection with the name of all 50+ Adventist Publishing Houses in the world. Please joining me in praying that we will demonstrate pride in our identity with this type of initiative and express our appreciation to Adventist Health Systems/West for their decision.

O LITERATURE DISTRIBUTION MORE EFFICIENT AND EFFECTIVE: In 1991 the North American Division suspended its policies governing the sales of “subscription literature” (books sold by Literature Evangelists) to facilitate innovative methods to expand sales and do so more cost effectively. One of the earliest responses occurred in January of 1992, when all but two conferences in the Atlantic Union, all but two conferences the Columbia Union, and all of the conferences in the Pacific Union, formed a consolidated distribution system for the three unions called Family Enrichment Resources (FER). As a result, the percentage of the tithe funds used to underwrite some support services of Literature Evangelists, was reduced: in the Atlantic Union conferences to 1% from 4.07%; in the Columbia Union to 1% from 2.86%; and in the Pacific Union to 1% from 2.2%. As a result during the last four years the three unions and seventeen (out of 21) participating conferences saved a total of \$6,695,199 in addition to not paying for publishing directors, secretaries, office expenses and related programs! During the same period combined annual sales increased from \$4.4 million to \$7.3 million. FER’s profitability in 1995 will be about \$125,000 (after setting aside the reserves required for bad debts). At the close of 1991 there were 69 Literature Evangelists of which 12 qualified for benefits while in 1995 there have been 269 Literature Evangelists with between 220 to 269 qualifying for benefits. Furthermore they are adding 7 to 10 new Literature Evangelists each month. The ratio of leadership staff to Literature Evangelists in 1991 was 1

to 1; but in 1995 it is 1 to 8.

FER’s newest venture is to produce a series of 15 video tapes with animated Bible Stories covering from creation to redemption with funds (\$18 million) provided by another foundation. The first three videos are expected to be launched across North America in March of 1996.

Following this example the Canadian, Mid-American, and North Pacific Unions asked the Pacific Press to manage their subscription literature distribution system with similar financial plans. I am so thankful that this process, launched with North American Division leadership in October of 1990, has so effectively increased the number of Literature Evangelists, their total sales, as well as their average incomes while reducing the total dependence on each conference and union’s tithe.

News You Can Use

O UPDATE FROM THE EURO-ASIA DIVISION:
✓**Ukraine:** By year’s end membership will be about 50,000 (432 churches/100 companies) but challenges remain: 19 cities of 100,000 or more remain unentered. Another 180 cities of 25,000-100,000 have no members, and 98 church buildings under construction but many more are needed. In many places where land is available but it is vital to at least put in foundations, but since there is no money we are in danger of losing the land.
✓**Belarus:** There are now 41 churches in this fast-growing field with 5,100 members. During ‘95 four foreign evangelists held campaigns, yet there are still 100 moderately-sized cities with no Adventist church.
✓**Novgorod region:** In the city of Borovichi, population 80,000, in the Novgorod region, there were no Seventh-day Adventists. Last June Valentina Mikhailovna Levintseva moved there from Pskov. After one month of living in Borovichi, she had the addresses of 85 people who wanted to study the Bible. But only 35 families could take Bible studies because she only had 35 “New Life” Bible study sets. The problem was solved by the people of Borovichi themselves. When one family finished with a lesson they pass it on to a neighbor. Soon there will be a new church in Borovichi from those completing the Bible lessons. ✓**Macedonian call:** Victor Korchuk, a pastor in the West Russian Union, conducted an evangelistic crusade in Podgoritse, Montenegro, Yugoslavia, one of the first crusades held by Russian personnel outside its territory.