

SWEDENBORG PUBLISHERS INTERNATIONAL



Volume XXVI, Spring 2016

EDITORIAL REMARKS

2016 is the 25th anniversary of SPI, an appropriate time to give a brief outline of its origin, formed as it was following a conference held on the campus of Manchester University in England. In addition, we have an account of overseas translation work and an update on the New Christian Bible Study Project. Finally, we include the 2015 financial statement, and with this newsletter, the Annual Appeal.

HISTORY OF SPI

At a board meeting of the Swedenborg Scientific Association in 1990, a proposal for an international conference of Swedenborg publishers was placed before the meeting: that the SSA sponsor such a conference to be held in the spring of 1991 in the United Kingdom. A notice was put in the Bryn Athyn Post announcing a preliminary meeting to be held at the Swedenborg Society in London to explore the feasibility of such an event. The upshot was that Leon and Judy Rhodes and Erland and June Brock went to London for the meeting at which there was general agreement that such a conference could be worthwhile. At the meeting, Leon Rhodes offered to edit and produce a newsletter to serve in the process of preparing for the conference.

A conference committee was appointed consisting of Norman Ryder, Ken McCallum, and Erland Brock. Subsequently, notices were sent to New Church organization and Swedenborg publishers and distributors throughout the world, and Leon Rhodes distributed a newsletter telling of progress in preparation for it.

The accompanying pictures give and an idea of attendance, with representatives of New Church organizations as well as of publishers, from Europe, Britain, the United States, and Australia.

The program consisted of sessions in the morning and afternoon at which speakers gave presentations, followed by general discussion. The speakers and their subject were as follows:

Conference: 15–18 April 1991 at Manchester University, England

Session 1: Identifying our markets

Carol Lawson: Outreach
Donald Rose: Kinds of reception
Christopher Bown: Market analysis

Session 2: Preparing to publish

Carroll Odhner: Library databases
Jim Lawrence: Writing quality and books we read
Roland Smith: Design for religious publications

Session 3: Europe, the Soviet Union, and global needs

Anders Hallengren: Historical, literary, and theological overview
Friedemann Horn: Sales, reader preferences, and marketing in Eastern Europe and Germany

Session 4: Global needs

Leonard Fox: The potential of the Soviet Union for the reception of the Writings
Christopher Hasler: Czechoslovakian developments
Durban Odhner: Translation as an avenue to publication—Asia and Africa

Session 5: Distribution and sales--all media

Mabel McCallum: Selling books
Erland Brock: Direct mail marketing—a case study

Session 6: Cooperative ventures

Norman Ryder: Central agency and world directory
Kirsten Gyllenhaal: Desktop publishing—a case study
General topic for discussion: International high-tech networking

Session 7: Looking ahead

Alice Skinner: Reflections on the conference
Leon Rhodes: The future of the newsletter

SPI Spring 2016



Foreground, Kirsten Gyllenhaal, Leon Rhodes, Olle Hyern, Norman Pettersen



Ian Arnold, Les Sheppard, Horand Gutfeldt



Jim Lawrence, Chris Bown, Fred Elphick, Göran Appelgren



Friedemann Horn, Anders Hallengren, Risto Rundo



Margory Smith, Mabel McCallum



Carroll Odhner, Durban Odhner, Norman Ryder

Erland Brock: Outcomes and task assignments
Closing prayer given by Rev. Christopher Hasler

After the conference there was the opportunity to visit New Church House, Manchester, and Chethams Library (founded in 1653, "the oldest public library in the English-speaking world" www.chethams.org.uk) in the



Göran Appelgren, Pat Johnson, Jim Lawrence



Les Sheppard, Harry Heap, David Krejza



Group in meeting



Closing group photograph

middle of Manchester where there is an extensive collection of Swedenborg's works, including first editions.

Following the conference, David Eller, Director of the Swedenborg Foundation at the time, and Erland Brock met with Larry Cranch, Lawyer, in New York to discuss the matter of the incorporation of "Swedenborg Publishers International" ("SPI" as suggested by Durban Odhner); Larry argued that in view of the fact that the missions of the SSA and SPI are in essence the same—the promotion of the works and ideas of Emanuel Swedenborg—SPI could operate as a non-profit under the purview of the SSA, a condition that prevails to the present day.

Also following the conference, David Eller in conjunction with Erland Brock, drafted Articles of Association, as follows:

Swedenborg Publishers International
Articles of Association

1. Swedenborg Publishers International is an association of publishers and distributors of Swedenborg's works and collateral literature.
2. The primary purpose of SPI being to help promote and coordinate publishing and distribution projects of members organizations, SPI acts as a clearing house of news and information, and encourages cooperation in new efforts to introduce Swedenborgian thought throughout the world.
3. Publishers, distributors, and individuals may become members of SPI by payment of annual dues to be set by

the Project Evaluation Committee. All members will receive the biannual newsletter and other communications.

4. Business coming before SPI shall be processed through a Projects Evaluation Committee (PEC). Each member publisher or distributor who has pledged funds to the association is entitled to representation on the Committee. All members of PEC serve at the pleasure of their sponsoring organization.

5. Officers of SPI shall consist of a Projects Coordinator and an Editor of the SPI newsletter. These officers are appointed by PEC members by mutual agreement and serve an indefinite term

6. A SPI account shall be held by the Swedenborg Society, London, and by the Swedenborg Scientific Association, Bryn Athyn, Pennsylvania. Annual membership dues shall be set by PEC. Dues and donations shall be deposited into these accounts. Disbursement of funds under USD250 may be at the discretion of the Project Coordinator. Larger amounts shall be approved by the PEC. The Projects Coordinator shall prepare and distribute to the PEC and SPI members and friends a financial statement at least annually.

December 1992

Amended March 2016

In addition, the late Leon Rhodes continued to serve as editor and producer of the SPI Newsletter. Presently Erland Brock is the editor, with Kirsten Gyllenhaal serving to prepare it for the press. The Project Evaluation Committee currently consists of Norman Ryder representing the British Conference; Stephen McNeilly for the Swedenborg Society, London; Jane Williams-Hogan for the Swedenborg Foundation, West Chester, PA; Göran Appelgren representing Western Europe, Georgia, and India; and Erland Brock for the SSA and serving, as well, as the committee's chairman.

You will readily grasp that the mission of SPI is mostly fulfilled through the projects of translation, printing, and distribution that members of SPI and member organization have so generously supported through dues and contributions from 1991 to the present day—for twenty-five years. In the interest of economy, the 2016 Annual Appeal is enclosed.

TRANSLATION AROUND THE WORLD

By Rev. Göran Appelgren

I am proud to be part of the SPI organization. When the first conference gathered in Manchester I was fortunate enough to be participating as a soon-to-be minister of the New Church. All the way through my ministry it has been a driving force for me to reach out to people from whatever corner of the world they are calling. My language skills have opened doors and I have been given the opportunity to help channel funds from SPI to language areas such as Norwegian, Czech, Russian and Spanish, but there are two other languages I feel are even more exciting.

The first one is Georgian. My first contact with the New Church group in Georgia goes back to 2004, and in January 2005 I made my first trip to Tbilisi. Georgia is slowly growing out of its dependence of Russia, but the Russian language was the way to reach these people. For reading the Writings, however, we realized we needed to have them in their own language, Georgian. The language is one of a kind with its own alphabet—a very beautiful one. We went to work and in 2009 the first book was published, *The New Jerusalem and Its Heavenly Doctrine*, a paperback printed in 500 copies. The next book was *Heaven and Hell* and it was published in 2012, a hard cover also printed in 500 copies. And just recently, late in 2015, the two works *Divine Love and Wisdom* and *Divine Providence* were published in one volume, a hard cover also printed in 500 copies.

The second language area I am very excited about is the language of the state of Kerala in India, namely Malayalam. My contact with India and the now Rev. Peter N. Devassy goes back to 2007. Peter actually came to Sweden that year and I visited him later in that same year. Obviously India has many, many languages but Malayalam is the language of around thirty-five million people, most of them in Kerala. A real challenge for the translators was to find suitable terms in that language. Peter worked hard with the translators in order to find a good way of rendering the spiritual ideas that were seen to be very different from other religious traditions. The first book to be published was *Heaven and Hell*, a paperback printed in 2,000 copies in 2011. After that *The New Jerusalem and Its Heavenly Doctrine* was published in hard cover and was printed in 500 copies. And finally the *Four Doctrines* was published in 2014 in paperback and in 500 copies.

PUBLISHER REPORTS

New Christian Bible Study Project Update

By Steve David

- We just surpassed the 500,000 visitor/year threshold.
- We now offer explanations for 213 Bible stories. For example, see these excellent new ones by Andy Dibb, explaining the inner meaning of the Book of Daniel, from this link: www.newchristianbiblestudy.org/news.
- We are getting Swedenborg's works online in many languages. We have imported 26 non-English translations into our site, and we have recently written software that helps automate the importing process, cutting the processing time by about 90%.
- Users can now get their own accounts, set preferences, take notes, and make bookmarks.
- We've added a comprehensive world map of churches, publishers, colleges, schools and reading circles that are involved with New Christian thought.

What are we working on next?

1. We need to keep *building a great Bible Study website*, so that our platform for New Christian thought compares favorably with the top-tier traditional Bible Study sites. We need reading plans, discussions, maps, pictures, and other features that users expect.

2. We are working to *present Swedenborg's works really well in all the major languages*. We have 90 already-translated works on deck, needing to be imported. Plus there are other works in our site which still don't have in-text links, or where we need to improve formatting. And another 200 in print that should be scanned.... We've done a lot... and there's lots more to do!

3. We are gathering and producing *easy-to-use explanations*—text, videos, cartoons, audio, pictures—that help build bridges for people. We ultimately want to offer user-friendly multi-lingual New Church commentary on the whole Word.

4. The user accounts that we've made are the first steps towards more interactivity, so people can study and learn and journey together. You will be seeing more news on this front soon.

Thank you for your interest in this exciting project. If you have not seen it lately, here's a link, so you can see what's going on: www.newchristianbiblestudy.org.

SPI STATEMENT 2015 USA

Balance December 31, 2014	12,287.81
Income received:	
Contributions (members)	10,329.00
Dues	975.00
Contributions (publishers)	0.00
Total	11,295.00
Expenses:	
Grants:	
16,454.00	
Czech (TCR tr. & pr.)	4,605.00
Georgia (DLW/DP pr.)	4,249.00
New Christian Bible Study online	7,600.00
Operations:	
Newsletter & printing	1,870.00
Postage	19.60
Banking fees	36.00
Total expenses incurred	18,380.50
Balance December 31, 2015	5,202.31

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SSA/SPI Treasurer



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