



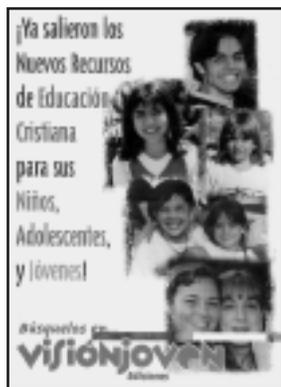
# Reaching Latin America's Youth Leaders

*Alejandro Valdovinos and Steve Saavedra, of Visión Joven Ediciones, want to provide youth leaders with tools to effectively carry out their God-given task of discipling teenagers and young adults.*

**V**isión Joven, Inc. began 10 years ago in Argentina. Its first publication was a quarterly interdenominational magazine aimed at encouraging teenagers in their walk with God. Ten thousand copies of each 40-page issue are distributed through bookstores and subscriptions. *Visión Joven* quickly became an integral part of Christian youth culture in Argentina, even sponsoring Christian rock concerts by bands such as Petra.

The Church has exploded in Argentina. By the mid-nineties, it was clear churches lacked effective resources to help them disciple large numbers of new believers. Printed resources were few and those that were available were outdated. *Visión Joven Ediciones*, a new arm of *Visión Joven, Inc.*, was founded to provide cutting edge Christian education resources for all ages.

Now in its second year, *Visión Joven Ediciones* has opened offices in Colorado and in Miami to reach all of the Americas. Distribution is primarily through traditional trade channels. *Visión Joven*



*Four-color brochure distributed at Expolit 1999.*

*Ediciones* currently has representation in Costa Rica, Ecuador Paraguay, Puerto Rico and the U.S. It also has an independent sales representative in Mexico and Guatemala working not only with the trade but also directly with churches and pastor's associations. In time, *Visión Joven Ediciones* hopes to duplicate this strategy and fine tune it for each country. A primary goal is to have key representation in six additional countries by 2000.

### **Management**

Alejandro Valdovinos, founder and president of *Visión Joven Inc.*, has been a youth pastor in Argentina for the last 15 years. In addition to leading his own church youth

group, he was a featured speaker at many regional evangelistic events in Argentina and Brazil. A graphic designer by trade, Valdovinos also serves as the publisher and editor for *Visión Joven Magazine* and *Visión Joven Ediciones*.



*Alejandro Valdovinos attended Cook's October 1999 ICPI.*

Steve Saavedra, with *Visión Joven* in Colorado, is working on a degree at the University of Denver. Saavedra, a freelance author and editor, previously worked for Group Publishing, where he was responsible for launching a Spanish line of books and videos. He has organized Christian education workshops in Ecuador and Peru.

### **Long-term goals**

*Visión Joven* currently publishes a dozen titles.

In its first year, *Visión Joven Argentina* sold an average of 1,000 units per title. Totals for second year sales are not yet available. Plans are underway to double the size of the catalog by May 2000.

*Visión Joven Ediciones* seeks publishing partners to help provide high quality resources for Latin America. Initially, it seeks publishers who will grant international Spanish language rights. Though *Visión Joven Ediciones* is careful to contextualize each book, its goal is to eventually move away from foreign licensing by developing a pool of Hispanic authors.

Due to the somewhat limited nature of the Christian education niche, another long-term goal is to establish an indigenous presence in several key countries by partnering with nationals. *Visión Joven, Inc.* hopes to provide workshops to complement its resources. It hopes to sponsor at least one workshop by the end of the year 2000. *Visión Joven, Inc.* desires to be both local and international in serving the Latin American Church. ♦