



PRESS RELEASE

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Lori Futcher Named *Guide*® Magazine Editor

Nampa, Idaho (Nov. 7, 2019) — Lori Futcher joined the *Guide*® magazine team as editor in June 2019. She replaced Kathy Coneff, who retired in December. In the interim, former editor Randy Fishell served as editor alongside managing editor Laura Sámano. Because *Guide*® issues are produced well in advance of their release date, Futcher's first official issue will appear Jan. 4, 2020.

Guide®'s new editor began her career at the General Conference, serving several roles in the communication and public relations offices. From there, she went to Life Care Centers of America as a publications coordinator, then on to True North Publishing as managing editor. Futcher later returned to denominational work at Southern Adventist University in Collegedale, Tenn., as editorial manager in marketing and university relations.

Lori's husband, Rob, was the one who first found the *Guide*® editor job announcement. "When he told me, I'm pretty sure I stopped breathing for a moment," she says. "At the age of eight, I began dreaming about writing for *Guide*®. By the time I was in high school, I was convinced I would grow up to become an editor for an Adventist youth magazine."

Futcher has big plans for *Guide*®. "Every day I pray that the words we place in this magazine will be exactly what our young people need to read to keep them growing in Christ," she says. "Long term, I would like to see *Guide*® grow to meet some of the unmet needs of our young

people today. I truly believe reaching them for Christ is one of the most important things we can be doing.”

On denominational publishing, Futcher acknowledges that modern challenges are different than those faced by church pioneers. “I still feel that the written word is one of our most powerful tools,” she says. “I would love to see the term ‘publishing’ expanded in people’s minds to include all forms of media so we can have the broadest reach possible.”

Even though she hopes to demonstrate that publishing is much broader than its traditional definition, Futcher still loves to read books, and has a few favorites. “Two books that have had a huge impact on my life are *The Motivation Factor* and *Already Gone*. *The Motivation Factor* really opened my eyes to how to reach different kids in different ways based on their motivational languages. I’ve had a lot of success implementing the concepts of this book within my own family and with kids outside of my family that I have worked with.

“*Already Gone* showed me the importance of teaching kids the science of creation beginning at a young age. I learned that most kids begin having doubts about their faith in middle school and that much of that is because of evolution. I feel strongly that we need to fight that trend with truth. Creation is supported by science, but many people don’t realize that. We need to share the science that points to creation.”

The new editor’s passion for all things *Guide*[®] is evident. “I’m most excited when I get to meet people who make *Guide*[®] magazine happen—especially young people,” she says. “During Oshkosh, I met a teenage author whose story I had just placed in *Guide*[®]. I was so excited to meet her that I thought I was going to fall over! It was one of the most exciting moments of my life. To make it even more special, Lori Peckham, who mentored me into the world of Adventist publishing, was there to witness the event. Helping young people enter this important ministry is one of the most rewarding parts of this job.”

Lori and Rob, who also works at Pacific Press[®], enjoy spending family time outdoors with their kids. Their son Kody is a sophomore film major at Southern Adventist University, and daughter Sierra is in eighth grade.

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