



Daniel Jackson

Photo courtesy of the NAD Archives.

Jackson, Daniel Richard (1948–2022)

MICHAEL W. CAMPBELL

Michael W. Campbell, Ph.D., is North American Division Archives, Statistics, and Research director. Previously, he was professor of church history and systematic theology at Southwestern Adventist University. An ordained minister, he pastored in Colorado and Kansas. He is assistant editor of *The Ellen G. White Encyclopedia* (Review and Herald, 2013) and currently is co-editor of the forthcoming *Oxford Handbook of Seventh-day Adventism*. He also taught at the Adventist International Institute for Advanced Studies (2013-18) and recently wrote the *Pocket Dictionary for Understanding Adventism* (Pacific Press, 2020).

Daniel Richard Jackson was a pastor, teacher, missionary, and administrator. From 2010 to 2020, he was the president of the North American Division of Seventh-day Adventists, serving after [Don Schneider](#).

Early Life and Ministry

Daniel Richard Jackson was born December 17, 1948, after a difficult birth. His father was an abusive alcoholic, leading to a tumultuous home life. During his teenage rebellion time, he broke into houses, stole, and “chug-a-lugged” alcohol so much that his mother packed him up to escape the bad influences and an abusive home to attend Canadian Union College Academy (CUCA). He later recalled the sacrifice his mother made for him to receive a Christian education. Here he finally found Jesus. “Actually, Jesus found me,” he said. “‘I’m not finished with you yet.’ Jesus loved me too much to leave me like that.”¹

Here he met Donna Jane (b. 1950), and the two fell in love as they participated in musical groups and Donna played the piano. His mother had encouraged him to become a preacher, and for a time, he thought he might drop out of school and join a musical quartet, but after some persuasion, he decided to stay in school. He proposed to Donna with an engagement watch. On the way to their 1975 wedding, he was involved in a terrible accident that was a decisive turning point in awakening within him a sense of his calling to ministry. During their early life, they faced financial struggles and lived in a humble home with limited resources as they continued their studies. During their third year, they participated in the music in evangelistic meetings in Fort St. John. “Their influence,” it was remarked, “was also a contributing cause in many of the decisions for Christ that were made.”²

The Jacksons started ministry at the Peoria Church in Alberta. In their early ministry, Dan loved to visit people in their homes. His interactions with others, specifically a troubled war veteran, helped him develop genuine empathy. Despite many challenges, frustrations, and criticisms, he developed pastoral skills. His friendship with a physically handicapped individual led him to believe that everyone takes up the same space in God’s Kingdom. Dan especially loved his time studying at the Seventh-day Adventist Theological Seminary at Andrews University. He was particularly fond of Raoul Dederen, an exceptional professor of systematic and historical theology, and Leona Running, a remarkable Greek and Hebrew professor. Their classes played a crucial role in helping him to see a picture of a gracious and loving God. Dr. Running in particular opened his mind to the profound contributions of women in the Seventh-day Adventist Church. From June 8 to August 31, 1973, he participated in a field school of evangelism in Eugene, Oregon.³

Dan and Donna Jackson were blessed with two children: daughter Laura and son Danny, Jr.

Missionary Service and Administrative Leadership

The Jacksons served as a pastor and administrator in Sri Lanka from 1981 to 1982 and India from 1982 to 1985.⁴ Despite language barriers and cross-cultural challenges, the Jacksons enjoyed their missionary service. His honesty and integrity were tested when he reported significant issues in Sri Lanka to the General Conference. Continued civil unrest and the tragic impact of genocide challenged his understanding of ministry and leadership. His commitment to honesty and integrity earned him respect and admiration.

In the late 1990s, he served as president of the Manitoba-Saskatchewan Conference (1998 to 2000). He then became president of the British Columbia Conference (2000-2002).⁵ He later became president of the Seventh-day Adventist Church in Canada (2002-2010).

NAD President

On June 28, 2010, Jackson was elected president of the North American Division.⁶ During his visit to look for housing, NAD employees placed a Canadian flag and an igloo made of white cardboard boxes in his office.⁷ At the April 10, 2011, Spring Meeting of the General Conference, Jackson supported the new policy on “Transparency and Accountability in Financial Reporting.” “There ought not to be friends in boardrooms,” commented Jackson, “if I sit on that board and respond to issues on that board because I’m a friend, I really have no business being on that board. You need to challenge me, and do it with a smile.”⁸

As the new president, he touted the “REACH North America” strategic initiative. The five areas included:

R—Revival

E—Education for Discipleship

A—Alignment

C—Community Outreach and Evangelism

H—Healthy Leadership and Management⁹

Collectively, Jackson believed that the REACH acronym meant “to reach not only North America, but also the world, with the distinctive Christ-centered, Seventh-day Adventist message of hope and wholeness.”¹⁰

Jackson traveled extensively as division president. From May 22-23, 2011, Jackson met with about 100 communication professionals as part of a NAD Media Summit in Ontario, California. The purpose was to “converse on the various uses of media today and the practical ways in which these powerful mediums can be used in proclaiming the gospel of Jesus Christ in our territory.”¹¹ Immediately afterward, he took a detour to visit Joplin, Missouri, about a week after the deadly May 22, 2011, tornado that killed at least 117 people, but spared members and the local church facility (with some damage to the local church roof).¹² A major division-wide event was the Festival of the Laity and a territorial alignment. The NAD Festival of the Laity took place from September 7-10, 2011, in Dallas, Texas.¹³ A significant territorial realignment occurred on October 10, 2011, when the General Conference Executive Committee voted to shift the Guam-Micronesia Mission with its 21 churches and approximately 5,000 members from the [Southern Asia-Pacific Division](#) to the North American Division.¹⁴

Several controversies appeared during his first year of leadership. In April 2011 of that year, the Adventist Accrediting Association voted to extend [La Sierra University's](#) religious accreditation by a single year as it wrestled with a controversy over teaching evolution. Campus controversies swirled, and an accidental recording

contributed to the resignation of at least four individuals involved with the school.¹⁵ As a result of the board and accreditation process, Jackson affirmed the steps made to affirm “the teachings of Scripture, in particular creation.”¹⁶ Subsequently, a group of biology professors and trustees at La Sierra University wrote a statement affirming the church’s teaching about creation. Jackson believed that this was a “creative and peaceable” solution.¹⁷ Another major challenge concerned Adventist publishing. In March 2011, Ted N. C. Wilson, church president, launched a subcommittee to examine the efficiency of the world church’s two historic publishing houses: Pacific Press and the Review and Herald.¹⁸

A third topic debate centered on whether a “commissioned” minister, and not just an ordained minister, could serve as a conference president. A “spirited debate” took place to allow commissioned ministers in the North American and Trans-European divisions to head conferences and church unions, respectively, sparking six hours of debate on October 11, 2011, during the Fall Annual Council. The proposal was defeated 167 to 117.¹⁹ “This is not a request for women’s ordination,” observed Jackson. “We are talking about governance and leadership.” With a scarcity of experienced leaders, Jackson shared, that “the position should be open to treasurers, to finance officers, to secretaries who are not ordained, to those who carry a commissioned minister’s credential, but are not on an ordination track, including women.”²⁰ For his part, Wilson took the rare step of relinquishing the chair during the session to speak in opposition to the NAD proposal.²¹ After the vote, Jackson reminded the council he considered himself a brother to all the delegates, regardless to how they voted, and appreciated the frank discussions.²² At the 2011 NAD Year-End Meetings, church leaders voted, October 31, 2011, by a 3 to 1 margin (162 to 61), to reaffirm the division’s unique policy of allowing ordained or commissioned ministers to serve as presidents of local conferences and missions.²³ Each division was encouraged to establish a biblical research committee for the purpose of studying women’s ordination. Ultimately, these reports would be integrated into a comprehensive report to be brought to the 2014 Annual Council with any changes to be brought to the 2015 General Conference Session.²⁴

Jackson had a passion for supporting the expansion of the work among Hispanic Adventism in North America. He noted that the Hispanic segment of Adventism was growing faster than any other. He was especially proud of the “Canadá para Cristo” net series that emphasized collective evangelism and empowering local congregation. The effort resulted in 179 baptisms in Canada.²⁵

In 2012, the North German Union (April 23) from the [Inter-European Division](#), the [Columbia Union](#)²⁶ (July 29) and [Pacific Union](#)²⁷ (August 19) in the North American Division, each separately voted to permit ordination “without respect to gender.” At the Columbia Union, Jackson stated: “What we are doing here today not only will impact us personally and as a union but will also impact our world church. I want to say that our primary accountability is to God.”²⁸ As a response, on October 16, 2012, the General Conference Annual Council voted a “Statement on Church Polity, Procedures, and Resolution of Disagreements in the Light of Recent Union Actions on Ministerial Ordination” (264 in favor, 25 opposed).²⁹ Jackson spoke to the delegates that the NAD supported the church’s mission, despite the polity question under question. “We want to make it abundantly clear that the NAD without

any hesitation expresses our unity with the world church. We are not just an adjunct to the world church; we are brothers and sisters with every person in this room.”³⁰

Other events in 2012 concerned the Adventist Media Center, a push for safer churches, and the next NAD Teachers’ convention. The board of the Adventist Media Center (AMC) voted on April 3, 2012, to allow ministries to move to locations with a lower cost of living. Each media ministry had to develop a business plan to division administration by June 3. Jackson noted the amount of money spent on past media ministries, so it therefore required reevaluation. At the same meeting, the AMC board voted to divest itself of LifeTalk Radio.³¹ Jackson also pressed for increased accountability to prevent child abuse.³² From August 5-8, 2012, the NAD held a K-12 Teachers’ Convention at the Gaylord Opryland Convention Center in Nashville, Tennessee. The convention held more than 6,000 educators who attended 530 professional-growth breakout sessions and 150 exhibit booths. On the last day, Jackson led a commitment service that included a special anointing of dedication.³³ He challenged educators that the foundation of true Christian leadership is centered on Christ. “It’s not about you and me when we’re doing God’s work; it’s about what God is doing that counts.”³⁴

At the 2012 NAD Year-End Meeting, Dan Jackson reported that they were contributing \$500,000 and designating a special Sabbath (November 4) to raise relief funds for decimated facilities after Hurricane Sandy hit churches in New York and Jamaica.³⁵ At the same meeting, church leaders reported stable finances and a gain of 1.35 percent membership (1,154,428 members as of June 30, 2012).³⁶ On Sabbath, Jackson called for churches to become more inclusive:

In reality, genuine Christian fellowship is the result of connection with God. You and I were, in fact, brought into existence for fellowship with God. Ultimately, the experience we have with Him is what we offer to one another regardless of lifestyle, theology, circumstances, or race, etc. One of the issues here is that genuine fellowship is often lacking in our churches and conferences. . . . It is not seen and experienced in the way we treat those who disagree, or in the way we treat one another in the home, in the school, in the church, and in the work place; and it is killing us. It turns people off.³⁷

Another tragedy was the Sandy Hook Elementary School shooting on December 14, 2012. Jackson expressed condolences after this terrible tragedy. “Our hearts ache over yet another senseless shooting.”³⁸ Colleagues remembered how Jackson interrupted an administrative meeting as church leaders gathered in prayer over this senseless tragedy.³⁹ On another occasion, March 23, 2013, Jackson joined 3,000 Adventist youth and supporters who marched across the Brooklyn Bridge in New York to call for compassion and an end to violence.⁴⁰

Between 2013 and 2014, there would be some major restructuring of Adventist institutions within the North American territory. On April 29, 2013, the Adventist Media Center voted several sweeping actions that would bring the Adventist Media Center to an end (after 41 years as a church entity including 18 years at its final location in Simi Valley, California). Over the next 12 to 18 months, all of the NAD’s media ministries (Breath of Life Ministries, Faith for Today, It Is Written, Jesus 101 Biblical Institute, La Voz de la Esperanza, and the Voice of

Prophecy) would relocate away from Simi Valley and the facility sold. The division committed to maintain ongoing funding for the media ministries with a final vote to be taken at the NAD Year-End Meetings later that year.⁴¹ The NAD, along with General Conference administration, on June 19, 2013, made a request for the two publishing houses located in North America, the Review and Herald Publishing Association and Pacific Press Publishing Association, to consider merging together.⁴² On May 12, 2014, the two boards met together and recommended to their respective constituencies a restructuring plan.⁴³ Then on June 17, 2014, the constituency meetings for both presses were held at the General Conference headquarters. Each passed a resolution (Review and Herald, 153-66; Pacific Press, 42-1) to merge the two institutions effective July 1, 2014. Under the new arrangement, the physical operations would continue at the Pacific Press Publishing Association, which would now become an NAD entity; and the Review and Herald property would be sold, and a scaled down imprint would be managed from the General Conference headquarters.⁴⁴ The [Oakwood University](#) board voted to recommend to the North American Division that it shed its status as a General Conference institution to become an NAD entity. "We believe that the time has come for Oakwood University to take its rightful place within the North American Division family of institutions. We say, 'Welcome home!'"⁴⁵ On October 15, at the last day of Annual Council that year, constituents voted to officially transfer the institution to the NAD.⁴⁶

Another major change that contributed in a significant way to a sense of autonomy and maturing is that the North American Division took initial steps to relocate its headquarters away from the General Conference headquarters building. At the 2014 NAD Year-End Meeting, the Executive Committee voted to accept the recommendation from the president's North American Division Council and NAD and Union Officers (NADOUP) to relocate within the Washington area and to proceed with the process. The advantages to stay within the area included "access to qualified individuals, airports, and churches, as well as schools for employees and their families. The first nonfinancial reason given was self-determination."⁴⁷ Jackson stated:

The Seventh-day Adventist Church in North America has a need to have its own unique message and strategies that are relevant and work in our territory. While the Seventh-day Adventist movement began in North America, we are among the youngest divisions in the church, and it's time that we grow up and leave our parent's house.⁴⁸

The General Conference contributed \$3 million to assist with the transition although General Conference leaders expressed that they were happy to have them stay, but also "fully supported its initiative to relocate and further define its own identity."⁴⁹

As time drew nearer to the 2015 General Conference session with the topic of women's ordination, the NAD Executive Committee unanimously voted a statement that encouraged "respectful, Christ-like dialogue." Jackson expressed "concern about the tone of the debate" but, as Christians, also reminded delegates "we are called to discuss issues with the understanding and compassion modeled by Christ. I don't think it is part of our mission to start attacking each other just because we don't agree."⁵⁰

In Austin, Texas, just prior to the 2015 General Conference session, the CALLED “giant [NAD] ministerial convention” for 5,500 pastors, spouses, and children. Held from June 28 to July 1, 2015, the event provided keynote presentations, workshops, and worship opportunities. During the event, over \$120,000 was given towards evangelistic programs. Jackson, in the closing charge, urged ministers to consider “Who called you and what for?” with a closing dedicatory prayer offered by Ted N. C. Wilson.⁵¹

At the 2015 General Conference Session, Jackson presented the NAD report titled “A Message of Hope and Wholeness.”⁵² The denomination had reached approximately 1.2 million Adventists across 5,400 churches and groups and led by 3,200 pastors. During the previous five years, some 193,000 people were baptized.⁵³ At the crux of the 2015 GC Session was the vote prohibiting divisions of the church from making their own decisions regarding the consideration and potential implementation of women’s ordination to the gospel ministry. Jackson added:

Members of the North American Division are naturally disappointed in the vote, but we are very committed publicly and privately to our world church and to continuing our cooperative efforts to be a blessing in the world church. Our intention is to be a part of the final movement that hastens the day when Jesus comes.⁵⁴

Jackson added that the vote did not prohibit from serving as ordained elders in the local church or the ordination of deaconesses, or women from serving as commissioned church pastors.⁵⁵

Second Term as NAD President

After being re-elected (July 6, 2015) to a second term, Jackson led out in NAD Year-End Meetings for a week beginning October 29. Jackson started the meetings titled “Eleven Dreams for the Division.” He reminded them that “The Grand Collaboration” is all about placing our hand in the hand of God and allowing Him to lead us and to shape us. He shared 11 strategic goals: (1) Every member would be actively involved in growing the kingdom of God; (2) NAD had 7,300 congregations (currently at that time 6,277); (3) Where we unite to celebrate the expression of our faith in our communities; (4) Youth and young adults are actively engaged in the mission of the church and feel wanted and valued; (5) Where we fully utilize available technologies to the maximum extent possible; (6) Actively seek out new communities that are arriving on our shores; (7) Where our church throughout our entire territory is a house of prayer; (8) Where we have 300 successful, thriving, female pastors; (9) Where members are actively involved in blessing their communities with health ministries; (10) Where our K-16 schools thrive as a result of the collaboration between pastors and teachers who see each other as colleagues in ministry; and (11) Where our hospitals and health systems are included in our strategic planning and in the implementation of our mission throughout our territory.⁵⁶ Jackson was troubled by the 2014 growth rate of 1.43 percent.

A flurry of shootings brought to the attention of Jackson how such violence was impacting Adventism and the broader world. Jackson expressed condolences when Sarena Moore, age 44, a college student, was killed during a shooting rampage at a community college in Oregon. Jackson called upon U.S. society to “engage in open, honest, civil, and productive conversation about finding solutions to put an end once and for all to gun violence.”⁵⁷ Jackson similarly expressed deep sadness and regret when a tragedy in France killed at least 129 people on November 13, 2015.⁵⁸ At the time, he was speaking at a leadership training meeting in Europe at which they had a minute of silence to recognize the loss.⁵⁹ Then again on December 2, Amanda Gaspard (age 31) was injured in a shooting rampage in San Bernardino, California, that killed at least 14 and injured 21.⁶⁰ Jackson expressed again how SDA Church members across the continent were “heartbroken that we must once again mourn the loss of innocent lives as the result of gun violence.”⁶¹

Jackson made intentional efforts to engage with young people. He participated in the March 31 to April 2, 2016, SONscreen Film Festival (first debuted in 2002) that gave young Christian filmmakers the opportunity to showcase their work.⁶²

On August 29, 2016, Sandra Roberts became “the first woman conference” elected, at least in several decades, as president of the Southeastern California Conference. In response, the General Conference refused to include her name in the *Seventh-day Adventist Yearbook*. The 2016 Annual Council developed a document on “Unity and Reconciliation” (known as the “compliance” document) but voted to send it back to the Unity Oversight Committee for further review.

The 2016 NAD Year-End Meeting (October 28-November 1) reviewed a variety of reports featuring the “Building Block” initiatives (Transformation evangelism, Young Adult Life, Adventist Learning Community, Refugee and Immigrant Groups, Big Data/Social Media, and Women in Pastoral Leadership). The NAD also heard reports from Oakwood University, Christian Record Services for the Blind, and *Message Magazine* after becoming NAD entities in 2015. The NAD also reported on over 200 Adventist churches that had been planted the previous year and that the NAD was on track to plant 300 churches in the coming year. Plant1000 was a church planting initiative to expand by 1,000 new churches across the NAD by 2020. Jackson also invited representatives from the Adventist Intercollegiate Association representatives (presidents of Student Associations at Adventist Universities) to both participate and that anytime things got “a little hot” to be invited to interrupt the meetings with a call for prayer. Vigorous discussion occurred during the tithe sharing report, the report on church governance, and discussion about the General Conference Unity in Mission document.⁶³

At the center of the debate at the 2016 NAD Year-End Meeting was the question about tithe-sharing report presented on October 30. The report and subsequent discussion lasted five hours and continued into the next day. Mike Jamieson, in his report of 2016, noted that the NAD received \$983.25 million with \$172.43 million remitted to NAD and \$810.82 million kept at local conferences and union conferences. Of the \$172.43 million, Jamieson said \$157.35 million was dispersed to conferences, \$8.82 million to union conferences, and \$6.10

million for special assistance. The percentage of tithe sent back to the General Conference (GC) at that point stood at 6.85 percent, which brought up significant scrutiny since the percentage was several points higher than any other division of the world church. Jackson acknowledged that the “missional interests of the NAD are being limited by policy; and at some point, the world church is going to have to come to terms with reality in terms of equity.” A resolution from the floor that the NAD transition to paying two percent of its tithe to the GC, the same as all other world divisions, the motion was voted down by a vote of 64 “yes” and 121 “no.”⁶⁴ Delegates also explored recommendations pertaining to advancing Adventist Mission in North America (church governance), Advancing Mission Effectiveness in the NAD, and Advancing Adventist Christian Education. The reports came out of an earlier set of meetings held with church administrators, May 13-15, 2014, in Dulles, Virginia.⁶⁵ This meeting was “historic” as it involved all of the officers of the conferences and unions across the NAD to strategize about the future of Adventism in North America.

On January 8-11, 2017, the Adventist Ministries Convention (AMC) was held with 750 ministry leaders in Tucson, Arizona. Jackson challenged attendees, based upon the story of Moses (Exodus 2-3) to ask the questions: “What is the basis for our activities in the name of God? Why do we do what we do?”⁶⁶

The on-going discussion about compliance meant that at the 2017 Annual Council an updated “compliance” document, titled “Procedures for Reconciliation and Adherence in Church Governance: Phase II,” was brought back to Annual Council. The document outlined the second part of a process of reconciliation from the previous year’s Annual Council for maintaining church unity in matters involving noncompliance. Areas addressed included fundamental beliefs, voted actions, or working policies of the church. The Phase II document built upon the B 15 05 policy, which clarifies “the authoritative voice” of General Conference *Working Policy* and requires global adherence to *Working Policy*. The first category deals with the 28 Fundamental Beliefs; the second category deals with voted actions of the General Conference Executive Committee; and a third category involves “policies, initiatives, and practices that are local in nature, and not in violation of actions voted in General Conference session or voted by the General Conference Executive Committee and would not impact church unity.” Although the document, according to G. T. Ng, was triggered by the issue of ordaining women to ministry, the document was “much broader in scope” and was “about governance.” Ultimately the document was referred back to the Unity Oversight Committee by secret ballot (184 to 114).⁶⁷ Despite strong feelings on both sides of the issue, Jackson told the committee:

I want to give this body some assurance. We have absolutely no intention to split the Adventist Church and to start our own church in North America. We will not split this church. We are committed to the work of this church, both in North America and around the world.⁶⁸

After Annual Council, after several years of planning, on October 26, 2017, the North American Division officially opened its new headquarters in Columbia, Maryland.⁶⁹ The new headquarters was paid without incurring any debt thanks to re-purposing a former facility use by the Nielson rating company. The NAD had furthermore put

aside depreciation funds creating the necessary resources to purchase and remodel this facility.⁷⁰

The “compliance” document did come back to the 2018 Annual Council. After more than five hours of presentations and discussion, delegates voted a revised draft from the Unity Oversight Committee (UOC) on Sunday, October 14, 2018, to create a new compliance process to implement voted church policies and actions. The revised document was voted 185 to 124 (with two abstaining) and entailed working through the administrative level closest to the matter. The document emphasized the need for “Christian due process” including prayer and dialogue to create “a supportive atmosphere.” If no resolution is reached, the General Conference Administrative Committee (ADCOM) may refer the matter to one of five advisory committees. Jackson responded at the meeting:

The Seventh-day Adventist Church isn’t going to fail. God is going to lead His church to a glorious conclusion. I believe the adoption of this document will change relationships within the church. It runs contrary to the pioneers, and to sound business practice. The atmosphere of this document will not unite. North American Division members will feel they have been pushed to the periphery of the church.⁷¹

At the 2018 NAD Year-End Meeting, Jackson challenged leaders of the NAD, after they voted on the compliance document, to continue working together: “We are all coworkers together with God.” He added: “I have a very strong belief. It’s a belief that we haven’t always emphasized . . . At the very moment that you accept Jesus as your personal Savior, you become a minister of the gospel.”⁷² Jackson objected to those who say “We love everybody, and everybody can do everything, except those that positions that require . . . ordination of women.” Instead he argued that all this “nonsense” is “hooey” and whatever places “a noose around the neck of women is garbage.” He especially objected to the “hooey” of “male headship theology” that created a gender hierarchy and placed glass ceilings in order to protection positions.⁷³ He reminded delegates of the division’s mission: “To reach everyone in the North American Division with the Christ-centered message of hope and wholeness.”⁷⁴ He reported that tithe was up eight percent for the year with a variety of ministry and outreach initiatives including the Division’s Compassion Movement, e-Huddle evangelistic training, and church planting over 560 churches planted by the third year through the five-year goal of 1,000 churches. In 2018, they started *Adventist Journey*, the NAD magazine, to be included in *Adventist World* to church members in North America. He furthermore mentioned the Women in Ministry initiative stating: “Let it be understood that we will not be deterred. We have a mandate from God. We will one day, hopefully, have 1,000 female pastors in the North American Division.”⁷⁵ One notable outcome of the NAD meetings, although church leaders were quick to note that the measure was not one of retaliation, was that the NAD executive committee voted for NAD leaders to meet with GC leaders to initiate a process toward tithe parity. At that time, the NAD gave 6.1 percent, with a reduction process voted at the 2019 Year-End Meeting, that by January 2020 would be at 5.85 percent. This process would eventually reach 3.85 percent over four years beginning in 2021 and eventually match the tithe percentages from two to three percent over a ten-year period.⁷⁶

In early 2020, Jackson announced his retirement and was replaced on July 9, 2020. The General Conference Executive Committee met virtually to receive the name of G. Alexander Bryant that was recommended from the NAD nominating and executive committees.⁷⁷

Death and Legacy

Dan was a family man who, despite his busy schedule, took time for important family moments, and he never hesitated to take his children's phone calls, even during important board meetings. He also was notable for his integrity, not letting wealth influence his decisions, even in church leadership settings.

Daniel R. Jackson died July 23, 2022. After his passing the executive board room at the NAD was named in his honor. Furthermore, at the Regional Conference Headquarters in Huntsville, Alabama, the main hall was also named in honor of Jackson for his support of diversity and the work of regional conference ministries.

His lasting influence and legacy are reflected in words of appreciation and gratitude from many who served with him. G. Alexander Bryant, his successor as NAD president, said:

Elder Dan Jackson was not only a fellow colleague in ministry; he was also a true friend and brother who demonstrated his faith in real and practical ways.

Having served with him for 10 years, I can say with authority that he was the genuine article. It is no overstatement to say a giant among us has fallen.

He stood firmly on his convictions with courage and humility. He would often lend his voice to speak up for the marginalized and the disenfranchised among us. He embodied the concept of servant leadership; and he empowered others around him and assisted them in striving for their God-given potential. This church has been tremendously blessed by his ministry and is the better off because Elder Jackson walked among us.⁷⁸

SOURCES

"Adventist Media Center May Close, Division Leaders Say: Media Ministries to Offer Business Plan on Lowering Costs." *ARH*, May 2012.

"Annual Council Delegates Vote to Adopt Compliance Document: World Church Executive Committee Approves Steps Recommended by Unity Oversight Committee." *ARH*, December 2018.

"Annual Council Votes to Continue Dialogue on Unity and Reconciliation Process." *Adventist World*, December 2017.

Blackmer, Sandra. "Moving Hearts and Minds Upward." *ARH*, September 13, 2012.

"Blasphemy of a Different Kind." *Inside Higher Ed*, June 14, 2011,

<https://www.insidehighered.com/news/2011/06/15/blasphemy-different-kind#>.

Brantley, Paul, Dan Jackson, and Mike Cauley. *Becoming a Mission-Driven Church: A Five-step Strategy for Moving Your Church from Ordinary to Exceptional*. Nampa, ID: Pacific Press, 2015.

Carpenter, Alexander. "Dan Jackson, Former NAD President, Passes Away." *Spectrum*, July 23, 2022,

<https://spectrummagazine.org/news/dan-jackson-former-nad-president-passes-away/>.

"Columbia Union Votes Gender-Neutral Ordination: Constituency Meeting Delegates Vote Change Despite Leadership Plea." *ARH*, August 16, 2012.

Daniel Richard Jackson Appointee File, General Conference of Seventh-day Adventists Archives, Silver Spring, Maryland, Secretariat Appointee Files, RG 21, WH 2591, Record 44249.

Daniel R. Jackson Memorial Service, Rutland Seventh-day Adventist Church, August 12, 2022,

<https://www.youtube.com/watch?v=tkV4tx9dCnY>.

"Division President Dan Jackson Encourages Students at Advent Home." *Southern Tidings*, June 2011.

Donna Jackson. Oral history with Michael W. Campbell, July 6, 2023.

"Guam-Micronesia Mission Now Part of North American Division." *Adventist World*, December 2011.

Jackson, Daniel R. "Adventists Respond to the Call to Care for Refugees." *HuffPost*, December 9, 2015,

https://www.huffpost.com/entry/adventists-respond-to-the_b_8758342?fbclid=IwY2xjawImG81leHRuA2FlbQlMQABHbMR8PL8VU8cDOFexV3Rvtg9M1DOWirV1seTpEnAZ8BpvdEhA00UIYoA_aem_qwxW2yq8TxprZhxmGEWT5w.

Jackson, Dan. "Dear Friend." *Adventist World*, June 2016.

Jackson, Dan. Camp Meeting Series, Carolian Camp Meeting, May 26-June 2, 2019" "Eyes to See" Sermon on Ephesians 1:18-20, <https://www.youtube.com/watch?v=OmQsq80-edE&t=312s>; "Homesick? Really?" Sermon on Philippians 4:6, 7. <https://www.youtube.com/watch?v=iTgWjmnNqIA>; "Procession of Victory" Sermon on 2 Corinthians 2:14. <https://www.youtube.com/watch?v=qCFRWsmIMvU>.

Jackson, Dan. *Is Jesus Enough? Living in the Light of His Love*. Nampa, ID: Pacific Press, 2013.

Jackson, Dan. "Living Up to Our Potential." *Adventist World—NAD*, October 2011.

Jackson, Daniel R. "Opened Eyes: Trusting God's Vision and Leading." *Adventist World—NAD*, January 2017.

Jackson, Dan. "Reach North America: A Collaborative Strategy for the Church at Every Level." *Adventist World*, October 2011.

Jackson, Dan. "Reconciliation." *ARH*, October 11, 2012.

Jackson, Dan. "You and the Church." Sermon preached March 25, 2018, https://www.youtube.com/watch?v=_2wlJfFmHxY

Jackson, Dan, interviewed by Derek Morris and Willie Hucks. "United in Love: An Interview with Daniel R. Jackson." *Ministry*, October 2012.

Jackson, Dan, interviewed by Dan Weber, "Reflections from North America: Leaders and Members Consider the Future." *Adventist World*, September 2015.

Kellner, Mark A. "La Sierra University Won't Neglect Creation Teaching, President, Chairman Vow: Open Letter Signals Shift in Two-year Controversy." *ARH*, April 14, 2011.

Kellner, Mark A. and Edwin Manuel Garcia, "After Debate, Annual Council Votes Statement on Church Polity: Measure Responds to 'Recent Union Actions on Ministerial Ordination.'" *ARH*, November 8, 2012.

"Lawsuit Found 'Without Merit.'" *ARH*, March 27, 2014.

Maran, Kimberly Luste. "Delegates Talk Tithe." *Adventist World—NAD*, January 2017.

Maran, Kimberly Luste. "Former NAD President Daniel R. Jackson Passes to His Rest." July 23, 2022, <https://www.nadadventist.org/news/former-nad-president-daniel-r-jackson-passes-his-rest>

Maran, Kimberly Luste. "Ministry Leaders Urged to Go 'Beyond the Pew': Adventist Ministry Convention Highlights Community." *Adventist Journey—NAD*, March 2017.

Maran, Kimberly Luste. "North American Division Bids Farewell to Its President and First Lady." July 2, 2020, <https://www.nadadventist.org/news/north-american-division-bids-farewell-its-president-and-first-lady>

Maran, Kimberly Luste. "Work Together, And Be Not Deterred." *ARH*, January 2019.

Maran, Kimberly Luste. "Work Together, and Be Not Deterred: NAD President Emphasizes Working Together to Fulfill the Mission of the Church." *ARH*, January 2019.

McChesney, Andrew. "GC President Says Ordination Vote Doesn't Change Current Policy; NAD Says It Will Continue to Encourage Women to Serve in Gospel Ministry." *GC Session Bulletin*, July 11, 2015, 7; *ARH*, August 2015.

Muñoz, Julio C. "A Different Ministry." *ARH*, August 23, 2012.

Muñoz, Julio C. "NAD Takes First Steps to Relocate Headquarters: The Division Gives Preference to a Move Within the Washington, D.C., Area, Rather than to Dallas, Denver, or Atlanta." *ARH*, December 11, 2014.

"NAD President G. Alexander Bryant Confirmed as Division Leader." *Southwestern Union News*, May-June 2020.

Weber, Dan. "Church Leaders Meet to Worship and Plan." *Adventist World—NAD*, December 2015.

"Where in the World is Dan Jackson?" Personal blog, ca. 2012. <https://whereisdan.jackson.wordpress.com>.

NOTES

1. "Division President Dan Jackson Encourages Students at Advent Home," *Southern Tidings*, June 2011, 17.
2. "Evangelism in Fort St. John," *Canadian Union Messenger*, November 16, 1970, 396-397.
3. "Seminary Field Schools Include One in NPUC," *North Pacific Union Conference Gleaner*, July 16, 1973, 19.
4. Daniel Richard Jackson Appointee File, General Conference of Seventh-day Adventists Archives, Silver Spring, Maryland, Secretariat Appointee Files, RG 21, WH 2591, Record 44249.
5. "News Notes," *ARH*, October 19, 2000, 21.
6. "Sixth Business Meeting: Fifty-ninth General Conference Session, June 28, 2010, 9:15 a.m.," *ARH*, July 1, 2010, 29.
7. See news feature *ARH*, September 16, 2010, 13.
8. "Accountability in Administration Stressed," *Adventist World*, June 2011, 4-5.
9. "Living Up to Our Potential," *Adventist World—NAD*, October 2011, 17.
10. Dan Jackson, "North American Division Report: A Message of Hope and Wholeness," *ARH, GC Session Bulletin*, July 5, 2015, 24-26.
11. George Johnson, Jr. "Division Hosts Media Summit in Simi Valley: Delegates Meet to Discuss Strategy, Social Media," *ARH*, June 23, 2011, 11-12.
12. Martin Weber, "Joplin Tornado Damages Local Adventist Church, but Members Are Safe: Adventists Give Aid in Wake of Twister that Killed at Least 142," *ARH*, June 9, 2011, 8; Martin Weber, "NAD President Prays with Joplin Tornado Victims: Pastor Dan Jackson Makes Special Detour to Show Solidarity," *ARH*, June 16, 2011, 12.
13. Advertisement in the *Southern Tidings*, April 2011, 49.
14. "Guam-Micronesia Mission Now Part of North American Division," *Adventist World*, December 2011, 5.
15. Bonnie Dwyer, "Private Recorded Conversation Prompts La Sierra Resignations," *Spectrum*, June 14, 2011, <https://spectrummagazine.org/news/private-recorded-conversation-prompts-la-sierra-resignations/> A later lawsuit would be thrown out "without merit" by the four individuals involved. See "Lawsuit Found 'Without Merit,'" *ARH*, March 27, 2014, 9.
16. Mark A. Kellner, "La Sierra University Won't Neglect Creation Teaching, President, Chairman Vow: Open Letter Signals Shift in Two-year Controversy," *ARH*, April 14, 2011, 9-10.

17. Mark A. Kellner, "At La Sierra, Biology Faculty Affirms Importance of Teaching About Creation in Curriculum: North American Division Leadership Welcomes Statement," *ARH*, October 27, 2011, 8-9.
18. Arin Gencer, "Adventist Publishing Operations Review Continues: Pacific Press, Review and Herald Focus of Study; General Conference Buys Property from RHPA," *ARH*, May 26, 2011, 9-10.
19. Mark A. Kellner, "'Variance' for North American, Trans-European Division Constitutions Fails Annual Council Vote: Spirited Debate Marks Major Discussion of Women's Roles in Leadership," *ARH*, November 10, 2011, 8-9.
20. Ibid.
21. Ibid.
22. Ibid.
23. Adventist Review Staff, "North American Reaffirms Commissioned Ministers as Conference, Mission Presidents: Division Also Votes to Join Theology of Ordination Study," *ARH*, November 24, 2011, 8-9.
24. Ibid.
25. Laura A. Sámano, "'Canadá para Cristo' Nets 179 Baptisms and Candidates: Effort Unites 12 of Nation's Spanish-speaking Congregations," *ARH*, December 8, 2011, 9.
26. The vote was 209 in favor (77%), 51 opposed (19%), and 9 (4%) abstentions. "Columbia Union Votes Gender-Neutral Ordination: Constituency Meeting Delegates Vote Change Despite Leadership Plea," *ARH*, August 16, 2012, 8.
27. The vote by 400 delegates was 79 percent in favor to 21 percent against to "approve ordinations to the gospel ministry without regard to gender." "Church Officials Say Pacific Union Vote on Ordination Preempts Study Process," Adventist News Network, August 19, 2012, <https://adventist.news/news/church-officials-say-pacific-union-vote-on-ordination-preempts-study-process>.
28. "Columbia Union Votes Gender-Neutral Ordination: Constituency Meeting Delegates Vote Change Despite Leadership Plea," *ARH*, August 16, 2012, 8.
29. "After Debate, Annual Council Votes Statement on Church Polity," *Adventist World*, December 2012, 3-4. See also: Mark A. Kellner and Edwin Manuel Garcia, "After Debate, Annual Council Votes Statement on Church Polity: Measure Responds to 'Recent Union Actions on Ministerial Ordination,'" *ARH*, November 8, 2012, 8-9.
30. Ibid.

31. "Adventist Media Center May Close, Division Leaders Say: Media Ministries to Offer Business Plan on Lowering Costs," *ARH*, May 2012, 12.
32. Julio C. Muñoz, "A Different Ministry," *ARH*, August 23, 2012, 24-26.
33. Sandra Blackmer, "Moving Hearts and Minds Upward," *ARH*, September 13, 2012, 20-22.
34. *Ibid.*, 22.
35. Mark A. Kellner, "Hurricane Sandy Hits Adventists in Two Regions; Churches Destroyed in New York and Jamaica," *ARH*, November 22, 2012, 8-9.
36. Mark A. Kellner, "Adventist Church Grows in North America, Finances Stable: Young Adults 'Missing in Action,' Bryant Says," *ARH*, December 13, 2012, 8-9.
37. *Ibid.*
38. "After School Shooting, Adventist Leaders Offer Condolences," *ARH*, January 17, 2013, 42.
39. See note by Katia Reinert in *ARH*, March 14, 2013, 26.
40. Kim-Roux James, "Adventist Youth March Across Brooklyn Bridge Against Violence," *ARH*, April 25, 2013, 9-10.
41. Mark A. Kellner, "Media Center Board Votes Sweeping Operational Changes: Simi Property to be Sold, Media Ministries to Relocate," *ARH*, May 23, 2013, 8-9.
42. General Conference Administration, "Adventist Publishing House Boards Asked to Consider Merger," *ARH*, July 18, 2013, 8-9.
43. "Two Adventist Publishing Houses Recommend Restructuring," *Adventist World*, July 2014, 3-4.
44. "Adventist Church Restructures Publishing," *Southwestern Union Record*, August 2014, 32-33.
45. Andrew McChesney, "Oakwood Seeks to Become NAD Institution," *ARH*, October 23, 2014, 12.
46. Andrew McChesney, "Oakwood Constituents Back Transfer to North American Division: The University Will Still Get an Annual Subsidy but Downgrade the Status of its Ellen White Center," *ARH*, November 13, 2014, 10.
47. Julio C. Muñoz, "NAD Takes First Steps to Relocate Headquarters: The Division Gives Preference to a Move Within the Washington, D.C., Area, Rather than to Dallas, Denver, or Atlanta," *ARH*, December 11, 2014, 9.
48. *Ibid.*

49. Ibid.
50. "Delegates Vote Statement on Civil Discourse," *Southwestern Union Record*, February 2015, 15; "Year-end Meetings Delegates Vote Statement on Civil Discourse," *Lake Union Herald*, January 2015, 30-31.
51. "Thousands CALLED to the NAD Ministerial Convention in Austin, Texas," *Southwestern Union Record*, August 2015, 32.
52. Dan Jackson, "North American Division Report: A Message of Hope and Wholeness," *ARH, GC Session Bulletin*, July 5, 2015, 24-26.
53. Ibid.
54. Quoted in *ARH, GC Session Bulletin*, July 9, 2015, 6.
55. Andrew McChesney, "GC President Says Ordination Vote Doesn't Change Current Policy; NAD Says It Will Continue to Encourage Women to Serve in Gospel Ministry," *ARH, GC Session Bulletin*, July 11, 2015, 7.
56. Summarized and drawn from Dan Weber, "Church Leaders Meet to Worship and Plan," *Adventist World—NAD*, December 2015, 11-12.
57. Andrew McChesney, "Slain Adventist 'A Firm Believer in Prayer,'" *ARH*, November 2015, 15.
58. Andrew McChesney and Victor Hulbert, "Adventists Offer Prayers and Support in Paris Tragedy: 'Today We Are All French,' Says Church Leader Mario Brito," *ARH*, December 2015, 9-10.
59. Ibid.
60. Andrew McChesney, "Adventist Injured in California Shooting Speaks of Jesus: Amanda Gaspard Oversaw Event Where Massacre Occurred," *ARH*, January 2016, 9.
61. Ibid.
62. Kimberly Luste Maran, "Connections, Stories Important at SONSscreen," *Adventist World—NAD*, June 2016, 11.
63. "NAD Year-End Meeting Coverage Online," *Adventist World—NAD*, January 2017, 11.
64. Kimberly Luste Maran, "Delegates Talk Tithe," *Adventist World—NAD*, January 2017, 13.
65. "Committees Offer Recommendations for 'Advancing Mission,'" *Adventist World—NAD*, January 2017, 11-12.
66. Kimberly Luste Maran, "Ministry Leaders Urged to Go 'Beyond the Pew': Adventist Ministry Convention Highlights Community," *Adventist Journey—NAD*, March 2017, 14-15.

67. "Annual Council Votes to Continue Dialogue on Unity and Reconciliation Process," *Adventist World*, December 2017, 8-9. This article appears again in *ARH*, December 2017, 9-11.
68. "Annual Council Votes to Continue Dialogue on Unity and Reconciliation Process," *Adventist World*, December 2017, 8-9.
69. Kimberly Luste Maran, "NAD Welcomes More Than 600 Guests to Grand Opening of New Headquarters," *NAD News*, October 26, 2017, <https://www.nadadventist.org/news/nad-welcomes-more-600-guests-grand-opening-new-headquarters>.
70. A video of the opening ceremony is available at: <https://fb.watch/xRLj9l-a-e/>.
71. "Annual Council Delegates Vote to Adopt Compliance Document: World Church Executive Committee Approves Steps Recommended by Unity Oversight Committee," *ARH*, December 2018, 9-11.
72. Kimberly Luste Maran, "Work Together, and Be Not Deterred: NAD President, Emphasizes Working Together to Fulfill the Mission of the Church," *ARH*, January 2019, 11.
73. The full remarks by Dan Jackson at the 2018 NAD Year-End Meeting can be viewed at: <https://vimeo.com/299127842?ref=fb-share&fbclid=IwAR2stLzHWoj82ISbNHtkipaagruGln6AW70yxQqPXT7Iz10msB9Qhgtzq9M>.
74. Kimberly Luste Maran, "Work Together, and Be Not Deterred: NAD President, Emphasizes Working Together to Fulfill the Mission of the Church," *ARH*, January 2019, 11.
75. *Ibid.*, 12.
76. Mylon Medley, "A Journey to Parity, NAD Responds to the Annual Council Voted Action on Tithe-Sharing," *NAD News*, November 7, 2019. <https://www.nadadventist.org/news/journey-parity-nad-responds-annual-council-voted-action-tithe-sharing>
77. "NAD President G. Alexander Bryant Confirmed as Division Leader," *Southwestern Union News*, May-June 2020, 17.
78. Kimberly Luste Maran, "Former NAD President Daniel R. Jackson Passes to His Rest," *Adventist Review*, July 24, 2022, accessed May 6, 2025, <https://adventistreview.org/news/former-nad-president-daniel-r-jackson-passes-to-his-rest/>.

encyclopedia.adventist.org is an official website of the [Seventh-day Adventist World Church](#)