

HighMark: Spreading the Gospel Through Business

HighMark is a Christian mission that operates in developing countries across the world. It seeks to spread the Gospel by first reaching community influencers and targets business people in countries new to, or adopting, capitalism. An in-country facilitator (Tommy and Penny Johnson of FBC) establishes a business education program in-country, convenes a cohort of business people for a 2-year program, and holds periodic training sessions. These small group sessions open the door for building relationships. Four times during the curriculum, a group of American business people travel to the host country to conduct a 1-week intensive seminar on a specific topic (HR, Marketing, Finance, and Strategic Management). Highmark provides the teaching materials and course outline and the instructors provide expertise, anecdotes, and a living example of ethical business practices. Instructors meet individually with class members on consulting visits after class which offers an opportunity to build relationships.

The current student cohort in Vietnam has about 33 members—roughly a quarter are women. Business size ranges from 3-5 people to hundreds. Because Highmark is regarded as the premier business training activity in Da Nang, there is a waiting list for admission and the students are first rate. The classroom sessions are dynamic and engaging. The next class is Mar 20-24 to teach strategic management.

2023 Mission Team:

The team consists of Debbie Bell (FBC) who has taught in Vietnam once before. She also does yeoman's work at FBC supporting Tommy and Penny and all of our instructor teams. Tom Houser was one of FBC's first instructors and is making his fourth trip to Vietnam. Scott Jones lives in Coronado, CA and is a lifelong Navy friend of Will Cook. Scott, who will be leading his first seminar, was overseas and unable to join the Sunday morning commissioning service. Will Cook is making his seventh trip to Vietnam.

The teams request prayers for safe travels, opportunities to minister to the Vietnamese, and for our families who remain at home keep things under control.