Mobilizing Courageous Ambassadors
Striving to succeed, even survive, in the ever-changing global marketplace of the 21st century is difficult; definitely not an assignment for the faint of heart. Seeking to serve as an Ambassador for Jesus Christ in the business and professional world is even harder, requiring courage and conviction. It tests our faith and resolve. As Christ-followers, we are called to bring the Gospel message into this marketplace, often where it is not welcomed.

As we ponder this challenge, we can take a lesson from the apostle Paul who exhorted the believers in the city of Corinth, “Be on your guard; stand firm in the faith; be men of courage; be strong. Do everything in love” (1 Corinthians 16:13-14).

Jesus told his disciples, “I am sending you out like sheep among wolves. Therefore be as shrewd as snakes and as innocent as doves” (Matthew 10:16).

As we conduct business every day, interacting with employees and customers, peers and suppliers, we also must be strong and courageous – in the power of Jesus Christ – to effectively communicate the liberating message of the Gospel. People desperately need to hear it, and we can help them discover the love, grace and mercy only Jesus can provide.

It is for this purpose that God raised up CBMC International. As we dedicate ourselves to serving as Ambassadors of Jesus Christ in the marketplace, we would be wise to “be strong and courageous,” as His followers have been from the beginning.

CBMC International is an interdenominational, evangelical Christian organization comprised of 94 national associations around the world. We share a common statement of beliefs, ministry practices and a passion to see lives transformed by the Gospel of Jesus Christ.
Dear FRIENDS:

When no one had even heard the gospel, Jesus made the most extraordinary statement to his disciples:

“The harvest is plentiful but the workers are few. Ask the Lord of the harvest, to send out workers into his harvest field.” (Luke 10:2)

Jesus knew well the human condition, that the soul is utterly lost without knowing the good news, “that the Kingdom of God has come near.” The need (harvest) for a person to receive this “kingdom” is always great, but one thing is lacking: workers. So Jesus instructed us to ask the “Lord of the harvest,” God himself, to send out more workers into his harvest field, the world.

Will you join us and take God at His word? We have started a Luke 10:2 Global Prayer Strategy which means everyday we pray at 10:02a.m. for more laborers for CBMC in our city, our country and the world. Since CBMC is located in 94 countries around the world, our prayer effort is a continuous joyful sound in heaven everyday.

This global prayer strategy will prepare the way to:

- **Mobilize** business and professionals around the world in a 10x growth strategy. Healthy things grow and we believe God wants CBMC to grow dramatically from 1,600 teams to 16,000 teams bringing Jesus’ gospel to every nation;

- **A contagious** environment of loving, caring and life-long relationships in the marketplace modeled so others will be desperate to join us in this harvest work;

- **A comprehensive** collection of CBMC resources which are user-friendly and accessible to all.

As you browse our Ministry Report I hope you will be inspired by the personal stories of struggle and transformation. I also hope you will join us as courageous ambassadors for Christ.

Grace and Peace be yours in Christ,

James D. Firnstahl
President
CBMC Began in North America (Chicago)

First CBMC International Conference held in Chicago

CBMC Established in Pacific Region (Australia)

CBMC Established in Asia (Republic of Korea)

CBMC Established in Latin America (Mexico)

CBMC has become our essence when it comes to serving God.

- Cesar and Luisa Betacourt (Machala, Ecuador)
Our Mission: To establish and strengthen CBMC national and regional teams to be effective as they present the Gospel of Jesus Christ to their colleagues in the global marketplace and to help others be transformed to Christ-likeness.

Our Vision:
The Global Marketplace Transformed by the Gospel of Jesus Christ.
Our Board Directors are independent global business and professional people who are actively engaged in the marketplace.
The Global Leadership Team members are Full-Time National Leaders who oversee CBMC ministry within their region.

- Julio César Acuña
  Ecuador, Latin America

- Enrique Cepeda
  Mexico, Spanish-speaking USA

- Alex Chisanga
  Zambia, Africa

- Wouter Droppers
  The Netherlands, Europe

- Frik Janse van Rensburg
  South Africa, Africa

- Chang Sung Kim
  Republic of Korea, Asia/Pacific

- Edgar Medina-Diaz
  Mexico, Latin America

- Bill McAvinney
  USA

- Lee Truax
  CBMC International

Through CBMC I have been able to relate with people from other cultures whose central axis is Jesus Christ.  ~ Dr. Miguel Reyna (Oklahoma City, OK)
CAMEROON: Elvis

During the session on Leadership Coaching, Patrick, Masimba and I shared during the group exercise. I had serious financial difficulties, my company was almost closing down, I had huge loans in the bank, and my coming to Ghana was by faith. When I returned to Cameroon, Patrick wrote and shared four prayer points he raised for me.... and God started answering.

I thank God for bringing me to Ghana. The experience I had before and after is really making me a great Coach. To listen more to others and pray for them when they come to me for coaching.

Thank you Patrick, thank you Masimba, thank you CBMC, thank you JESUS.

ZAMBIA: Andy

Andy has been involved with CBMC Zambia for over four years. Having been a part of the Connect3 Team, he felt it was time for him to start a new team in Lusaka. In March he started our fourth CBMC Connect3 Team in the Makeni area of Lusaka.

RWANDA: Nicolas

It all started in 2011 when a burden was placed on my heart to mobilize committed Christians who are doing business in Rwanda to stand for the body of Christ. In 2012, I found CBMC International and was so excited to know that there are other people who share the same thoughts and ideas. In September, I attended the CBMC Africa Leadership Training. My time there gave me the opportunity of sharing experiences with men and women who had similar passions as me - to see business influence the marketplace and also expand the kingdom of God. I remember leaving with one burden on my heart—to set up CBMC Rwanda. Over years of prayer and persistence, I have seen God’s invisible hand make my dream come alive - kick starting and slowly establishing CBMC in Rwanda.
South Africa: Steve

For years I have been looking to better understand how to work out my salvation in a meaningful way in the business world. In 2015, I met Peter, a member of CBMC in Johannesburg, and our friendship resulted in me joining CBMC. I had all but given up finding a satisfying understanding of workplace ministry but dove in anyway. CBMC has become, in a short space of time, a base for me. The CBMC South Africa vision is beautifully aligned in purpose “Striving according to His power, which mightily works within us to present every person perfect in Christ” (Colossians 1:28-29). I thank God for knitting together ministry and business through CBMC with bold vision and an authentic outworking of purpose in my life and the lives of countless others.

South Africa: Derek

“He who walks with the wise grows wise, ....“ [Proverbs 13:20]

I have no doubt that the fellowship that I experience at CBMC is a gift from our Lord. On Wednesday mornings our team meets to encourage and equip one another, to go into the world and make disciples. We pray for each other, for our families, our ‘top ten most wanted’ and, of course, for our country and the world. I’ve only been a member of CBMC for a little over a year, but I know that I’ve grown to know our Lord more intimately and have also learned to share His love and truth with a greater passion. I give thanks to our Lord for the ministry of CBMC, and for my brothers in Christ.

Madagascar: Jimison

Since 1997, after the 6th World Convention in Germany CBMC has impacted my life, my marriage, facilitated my spiritual growth, taught me how to stay mature in my faith, perfecting my capacity to love God and others with a total commitment to the Lord Jesus and His Kingdom.

As a marketplace leader, in doing business my priority is to fulfill the great commission to “Go and make disciples of all nations...”
**Bangladesh**

The Practical Guide for building a healthy and vital CBMC ministry was presented during a workshop. The Lord has indeed brought many more laborers to this ministry.

We are encouraging not only the business person but also the professionals, to pray, to share, and proclaim the Gospel through the talent which God has given them.

CBMC is a contemporary platform where any professional can come and share. We believe CBMC will help the young professionals to grow in Christ and proclaim Christ in their marketplace.

**Japan: Albert Cheng**

eOT encourages me with teachings of the Bible and testimonies. It challenges me to walk together with Jesus all the time, and live a life for His glory. Although it is not easy to act like Jesus, in the marketplace, at least I know that I am not alone. I have a great “Paul” as my life mentor. His sharing gives me strength and confidence to go through challenges with courage. eOT is a great discipleship tool for people in the marketplace. Moreover, I feel that eOT is a life-changing program for Christians, if we really put the effort to lead and care about people around us.

**Taiwan: Benjamin Nan, CBMC President**

Right after I joined CBMC in November, I immediately signed up for the 9th Chinese Vision School. It was indeed a great experience, the entire Vision School process renewed the relationship between God and I, helping me to rediscover what God had created me for, refreshing the calling that God had given me, and it gave me the strategy of “Returning to Glory” of the CBMC ministry. I felt that my spirit was totally revived after graduating from the Vision School.

By going through the entire serving process it taught me how to be humble, submissive, and learn to be a “Servant Leader” just like Jesus.

**Hong Kong: Alice Tam**

We learned we had been chosen by God to set up the Chinese Vision School in Hong Kong in 2017. We are the channel of blessings to the Chinese. We have been humbled with fear to work with God and rely merely on His Holy Spirit. We understand our role is to link up more and more Chinese especially for mainland China to hold fast to God’s deep and clear calling. Everyone has been encouraged to have a Quiet Time daily and let the Holy Spirit transform their lives to follow Jesus so as to influence their marketplace.
India:  
D. Rajkumar

I used to be haunted by the fear of death. I wanted to be delivered from this but did not know how. I sought God’s help but found none. I always thought Jesus belonged to Christians, Allah to Muslims, the 30 million idols to Hindus, and that in the end, everyone would reach heaven.

I faced major setbacks in my business. On Christmas Day in 2014, my neighbor - a member of CBMC - visited to tell us the good news of Christ’s birth and prayed for us. I suddenly had a desire to celebrate Christmas so I went to church with him. At the end of the service, there was an opportunity for people who wanted to commit their lives to Jesus to come forward. I did so.

I never read God’s Word but I heard the words “I am the Way, the Truth and the Life” and “I will not leave you nor forsake you.” I felt my burdens completely lifted and now I experience a new joy that I had never known before. By calling on the name of Jesus, I received all that I had lost in my life. I understood that He is the only true God. When I shared this experience with my family, they said they would follow me only after Jesus spoke to them personally. By the grace of God, He revealed Himself to my wife. She now believes in Jesus Christ as Lord and experiences His peace and presence. As a family we are experiencing true joy and peace in our lives and God is using us as a blessing to others.

21st Asian Convention, Brisbane, Australia

- A pastor who, in the last three years, has established an ‘Asian’ church of about 60, in a business district of northern Sydney is desirous of CBMC’s support to grow the people she has connected into disciple-makers.

- The Lutheran Church has commissioned connections with Asian business people in Sydney to build connections. We are praying as to how this partnership might develop.

- Continuing prayer and discussion with Korean and Chinese business people regarding the possibility of starting CBMC teams in West and S-W Sydney.
**EUROPE**

Albania | Armenia | Belarus | Belgium | Croatia | Czech Republic | England | Estonia | Finland | France | Germany | Hungary | Ireland | Italy

Latvia | Macedonia | Moldova | Northern Ireland | Norway | Poland | Portugal | Romania | Russia | Serbia | Slovakia | Slovenia | Spain

Switzerland | The Netherlands | Ukraine

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**THE NETHERLANDS:**

**Gert Jan Baan**

Jesus is everything for Gert Jan Baan. He owns a huge car dealership in the eastern part of the Netherlands. Sharing his faith and evangelism in his company, work and daily business life is everything for him. He came to Christ in a CBMC Business Alpha setting. The key Scripture was Psalm 118:8, *It is better to seek refuge in the Lord, than trust any mortal.* This verse changed his life. He was a man of power, money, stature and suddenly he realized it was nothing. That evening in the safety of his car he gave his life to Christ. Immediately he felt the peace of the Holy Spirit come over him and fill his life. After this his company ran into a crisis—cashflow disappeared and he had to learn to trust God. He kept his faith. Now, his business is flourishing and he shares his experiences with everyone.

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**THE NETHERLANDS:**

**Arjen Lont**

Arjen Lont has been involved with CBMC Europe for 28 years. He has learned to be a Christian and a business leader-practicing his faith in every level of his life. Prayer is the foundation of everything in his life.

The CBMC team for him is friendship, support, help, comfort and joy. Beyond the serious matters of life, where the group is of real support, they have a lot of fun and try to make every CBMC team meeting a celebration.

Arjen is successful in business and built a great construction company in the northern part of the Netherlands. He is for many people an example, not only in his success, but also in the way he lives his life. Suffering molded and formed his character. Life was not always easy, but God helped him and his CBMC team supported him.

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**Albania**


We started the training with an explanation about the concept of “being,” instead of “doing.” During this training people got a clear picture about how to represent Christ, share their faith, and serve the world in their job and throughout their daily business.

They also received coaching skills to develop people and help them reach their goals and potential. The BridgeMeetings help business leaders talk about the meaning of economy and business and living a better life by intentionally living their values. In closing, we learned about the power of a team to receive wisdom, insights and accountability in life and business.
**Romania: Lungoci Loana**

We all have gifts and talents and our lives have been designed with a purpose but we cannot fulfill it all by ourselves. Driven by hope, with faith in God, we start our journey in order to find our calling. I joined CBMC Europe’s events and a new perspective started to appear, as I was seeing people with true success stories of how faith and God’s kingdom work together. Participating in the sessions, meeting the staff and sharing with them more about our Christian lives and stories helped me to understand a bit more of how things really work in His Kingdom, in the professional field. Through the experience that I had with CBMC Europe, I found peace and understanding for my mind because finally I was convinced that waiting and having patience can lead to something in the future. I felt very encouraged and strengthened to see that there are people who invest and care about the next generation, the young professionals. Now we – a handful of young people – are looking forward to bringing to Romania the CBMC Europe events in order to help and empower more people.

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**Romania: Niste and Stephanie**

When communism fell in Romania, the majority of people were determined to accumulate wealth, but they lacked good teaching, especially when it came to integrating faith with business. Many have paid with their lives for the freedom of our nation, but building a good foundation and shifting our thinking and culture requires the same effort and hard work.

After considerable searching, we came to know about the CBMC Europe young professionals ministry. For us, every event marked a unique season in which we felt God’s encouragement and guidance to experience new dimensions of His goodness. We were stirred to cultivate and learn godly biblical principles about leadership, business and personal development together with a network of likeminded people who share the same Christian beliefs.

CBMC invested greatly in us, and we feel responsible to take what we have learned and leave a heritage in our generation that inspires people to believe that God is the answer.

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**Ukraine: Kateryna Shynkaruk**

As a mid-career professional, I have taken part in the two events organized by CBMC Europe in Kiev, Ukraine: Young Professionals Weekend and Authentic Leadership Training. Both events led by Frans van Santen, Wouter Droppers and Henk van der Linden have been extremely helpful, inspiring, and eye-opening experiences. Having participated before in multiple trainings and seminars, I found CBMC’s approach quite unique in developing a very deep and personal connection with the audience and discussing questions that “really matter.”

During the trainings I could see how authentic communication and leadership works on practice by the example of very open and personal communication between the trainers and the participants. The focus on acceptance, love and inspiration has been an extremely powerful, motivating and liberating message in the context of Ukraine’s still quite hierarchical and paternalistic post-Soviet culture. I am very thankful to CBMC’s trainers for putting their hearts in what they are doing across Europe.
**Mexico**

**Ofelia Gonzalez (Monterrey)**

I joined CBMC in June, 2017 - since then my life has changed radically. CBMC is equipping me to fulfill God’s purpose in me, and I learn to apply the biblical principles every day as a way of life. I have learned that in order to serve God, it is not only within a church, the ministry and gifts are to be used wherever you are, work, company, city, and family. God is determined to be glorified and made known through the lives of his children and for this we must be prepared — CBMC is the perfect place!

**Victor Hugo Reyes (Mexico City)**

God showed me, though CBMC, that the power of God in an ordinary person does wonders and that is what he can do for any of his children. Is it difficult? Yes, and suddenly you will be walking in faith in a natural way, bearing fruit pleasing to God. Be brave to keep the Word.

**Luis Cervino (Torreon)**

More than 20 years ago, I was living in Mexico City, due to a personal problem. At that time I received an invitation to visit a business group. There I began to learn how God can take control; of my life, my finances, my family, my job. For seven months on a 24/7 basis, I was discipled.

**Ecuador**

**Luz Beatriz Armijos Obaco (Machala)**

My colleagues invited me to be part of CBMC by attending the weekly meetings. The ministry has taught me that being a Christian should not be separated from the other areas of my life. CBMC has transformed the way I think about evangelism and that my mission field is where I am currently with my colleagues, friends and family.

**Paula Cruz de Mora (Machala)**

CBMC taught me that I could serve God full time without stopping work. Participating every week in team meetings we studied that we need to see people through the blood of Christ and with the love that God sees us. My life had a radical change, it was here that God dealt with my heart and I learned to accept people including my family as they are and to forgive. I thank God for our team leaders, who have been the basis of my spiritual growth and learning.
Venezuela

Elías Parales (Valencia)

I met Christ when a friend invited me to a CPEC meeting in Valencia-Edo. Through a CBMC resource, Monday Manna, it was the first time I held a Bible in my hands. I began to know Christ who is the Truth that I had searched for so long. These CBMC meetings marked me spiritually and my life began to change. Currently I am part of a CBMC team, and base all my business decisions on the Book of Proverbs. I give the heavy burdens to Jesus because I know that for Him they are light.

Zomalia Reina Smith (Valencia)

God intervened in a difficult point of my life, he used my nephew who is a member of CBMC Venezuela. My nephew sent me biblical messages and invited me to his team meetings but I rejected him. He approached me with much patience and perseverance, until I decided to attend the meeting in which I was greatly impacted. After a time I made the decision to surrender my life to Jesus Christ, which began to make a difference in my family life and my professional life.

Peru

Boris Jacinto (Lima)

Through CBMC I am discipled and challenged to win my work colleagues for Jesus. For this I thank God for this ministry that undoubtedly affected my life, my work and my future.
David Stay

“A friend loves for at all times, and a brother is born for adversity.” Prov 17:17. In CBMC, David Stay has found many friends and brothers that fit that description.

David was introduced to CBMC in 2010 when Alan Smith “told me about CBMC and invited me to one of the meetings, then asked if I would be interested in a discipleship relationship with him through Operation Timothy. We’ve been meeting every other week for the past six or seven years.”

At the time Stay was a senior manager with a pharmaceutical company. Seeing himself as an “intrapreneur,” since his job was to work directly with retailers in how to market and display his company’s products, he was interested when Smith told him about CBMC’s Trusted Advisors, known previously as Forums.

“I’m a guy that really likes to be coached,” he said, “and the goal in Trusted Advisors is to get a guy talking, discern what’s really going on in his life and business, and explore options.

Relationships with his Trusted Advisors partners have been a source of wise counsel, encouragement and support, but that took on a very unexpected new dimension in mid-2017 when Stay was diagnosed with stage 4 colorectal cancer.

“In some ways, nothing can prepare you for that moment. It’s a little like a free-fall; everything you thought was true about your life, all you believed and hoped for, suddenly changes.

“But it’s really clear to me in hindsight how God had been preparing me for it all of my life. I can see God’s fingerprints all over my life, how He arranged circumstances for Laurie and me to give our lives to Him ... more than 10 years earlier, then connecting me with my friends in CBMC.”

“I have developed the most transformational relationships of my life through my CBMC group. The spiritual strengthening, accountability, friendship, and openness has become essential to who I am as a Christian, business owner and father.” - Nick Walters, CEO

“The best example I can think of CBMC benefiting my life is understanding the in-depth counsel that the Bible gives us in our everyday work environment. Having our group and our time monthly has allowed me to hear God’s voice in business in ways I did not know.”

-Gene Baker, Market President

Mark Whitacre, CBMC COO and National Director of Field Operations recently spoke at an Auburn University event. Over 600 business and law school faculty and students were in attendance. 116 checked the box to receive Christ as Savior and 83 recommitted their lives.
Coach Training

CBMC Maryland has conducted over 12 classes of Leadership Coach Training since 2008. We have partnered with CBMC Central Pennsylvania for most of these classes. There have been over 100 CBMC certified Leadership Coaches and 25 Coach Trainers produced through this joint effort. Many of the coaches and Coach Trainers have returned to serve as Observing Coaches and assisted in the in-person day of training and with the 8 weeks of “Teleclasses” and 4 weeks of observed coaching calls.

This coach training has been described by many as the most impactful training CBMC has ever offered because it has made dramatic positive change in communications in marriages, with grown children, in business, in Connect3 Teams, in discipleship relationships and with other ministries. Several of our coaching graduates have gone on into professional coaching careers, and we have had full-time coaching practitioners remark on the training they received through CBMC as significantly improving their practice!

Our training has had international impact: Several of our graduates have participated in two international training trips, Africa 2012 and South America 2016. One of our graduates has taken his training international by coaching clients in Egypt!

We have seen breakthroughs by using the coaching techniques, praise God!” and “My marriage is healthier now that my wife feels that I am a better listener.” – CBMC members

Marketplace Ambassador Initiative

A first-time prayer breakfast, held recently in an Alabama city had 510 men in attendance. 300 stayed another hour and a half for a Marketplace Ambassador Initiative (MAI) Launch. As a result of each MAI launch, attendees are “intentionally resolving” to live as effective Ambassadors for Christ (2 Cor. 5:20) in the Marketplace to make a greater Kingdom impact. During the launch event attendees can select their areas of interest on a “Personal Interest Card.” Following the initial Launch, many areas initiate MAI Gatherings, where men meet regularly to discuss the 10 Attributes of a Marketplace Ambassador and how to integrate their faith into the workplace.

Todd Hopkins

As a young businessman in 1989, I heard the clear Gospel message at a CBMC outreach luncheon and started attending weekly meetings. I received Christ as Savior several months later, was discipled with Operation Timothy by a “Paul” and have been involved in the ministry ever since. I started discipling and serving with my local team through moves to several different cities, and today I am on the Tampa Bay Area Leadership Team, the founder and facilitator for two Young Professional peer groups, and recently joined the CBMC USA Board of Directors.

Todd says, “My clear calling is aimed at the next generation of marketplace leaders. God has called me to help young businessmen become all He created them to be in their families, church and the marketplace.”
CALLING
Called by God to be His ambassadors as well as salt and light in the marketplace.

PRAYER
By developing intimacy with Christ, we seek His favor and power in reaching the lost and growing Christ-followers.

TEAMS
Effective teams of business and professional men and women who support one another and share our gifts in the marketplace.

EVANGELISM
We are compelled by the love of God to bring reconciliation to His prime creation, humanity, through the Gospel of Jesus Christ.

DISCIPLESHIP
In humility and love we will help each other become authentic Christ-followers.

LEADERSHIP
Servant leadership, as modeled by Jesus Christ, is the way we will conduct ourselves in the marketplace.

As Christians, our most important task is to bring others into the presence of God.
- European Leader
CBMC is the leading marketplace ministry around the globe today. God has empowered men, women and teams of like-minded Christ-followers to communicate the truth of the Bible and the life-transforming power of the Gospel to business and professional people on every continent. Through CBMC, we gain the training to become courageous, effective, and fruitful ambassadors for Jesus.

In 2019 and beyond, as part of our strategic plan, we hope to establish CBMC Teams in:

**Europe:** Establish and Strengthen Teams and Leaders in Finland, Norway, Ukraine, Belarus, Azerbaijan, Armenia, Georgia, France, Spain and Portugal.

**Asia/Pacific:** Cambodia to strengthen leaders and multiply teams, Indonesia for rebuilding leadership, Japan for revival of teams, Philippines for unity of leadership, Australia to develop ministry in ethnic groups.

**Latin America:** Continue establishing CBMC Teams in Argentina, Brazil, Chile, Colombia, Costa Rica, and Peru.

**Middle East:** God has opened the door for marketplace ministry in this strategic region of the globe. Please pray for continued connections and wisdom as we move forward with CBMC in this important and untouched region.

**Africa:** Ivory Coast to grow teams, Mauritius to establish CBMC here, Togo to establish and grow teams, Botswana to establish CBMC, Ethiopia to grow teams. Please pray for the first CBMC Africa Convention to be held October 17-19, 2019 in Nairobi, Kenya. In South Africa our focus is on growing teams in the Metro cities of Cape Town, Johannesburg, Pretoria and Bloemfontein.
CBMC International, Inc. is a nonprofit, 501(c)(3) organization. We are a charter member of the Evangelical Council for Financial Accountability and conform to the standards established by them.