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## **The Mission Society Steps Up Marketplace Focus With New Initiative**

### ***Denny Brown to Head Marketplace Ministry Office, Engage Business Professionals, Utilize Entrepreneurship Skills in Missions***

NORCROSS, Ga. – To further mobilize the global body of Christ to join Jesus in His mission, The Mission Society will roll out its new Marketplace Ministry in 2012. Denny Brown will serve at the helm of this initiative.

While The Mission Society has created opportunities for short-term teams through construction and medical assistance, Marketplace Ministry will allow business experts to impart their knowledge in a variety of mission settings.

"Denny Brown is a former businessman himself. His passion encompasses the developing and launching of a spectrum of business strategies that will empower us to take the gospel to many regions and people groups otherwise closed to evangelism," said Dick McClain, president of The Mission Society. "Denny's dedication to ministry through business relationships is a perfect match for this new and exciting ministry."

"Working in tandem with others through The Mission Society, we'll determine the best existing techniques and models to further the work of the Marketplace Ministry," Brown said. "Among our goals is to discover the most effective marketplace techniques for outreach to unreached people groups and establish a cross-culturally sensitive missions training program for business people working in international commerce."

Brown explained that this year's initiatives for the Marketplace Ministry include developing an advisory board and determining market-related ministries in which missionaries and nationals involved with The Mission Society are currently engaged. The Marketplace Ministry will match business professionals with Christian nationals as mentors and provide an avenue for sharing the gospel through business opportunities otherwise unavailable through more traditional ministry channels. Additionally, the ministry aims to establish a for-profit business not connected to The Mission Society, create pathways for business professionals to utilize their expertise abroad, and develop a resource network to support business as missions.

Brown, a member of the President's Leadership Team with The Mission Society who has served as vice president for mission advancement since 2005, will continue to lend his expertise and experience to the mission advancement department.

The Mission Society has appointed Lewis H. von Herrmann as its new vice president for mission advancement, the position formerly held by Brown. Von Herrmann, a Certified Financial Planner®, has worked in charitable fundraising for 37 years for Campus Crusade for Christ, the Christian and Missionary Alliance and, most recently, in leadership with American Bible Society. His expertise includes personal support, foundation grants, planned giving, and major gift development.



## The Mission Society

“We are grateful both for Denny’s launch of this new Marketplace Ministry initiative, as well as Lewis’s availability to join The Mission Society as vice president for advancement,” said McClain. “As we have seen over and over again in this ministry’s 28-year history, the Lord has again marvelously provided for our needs. We look forward to seeing the doors He will open among least-reached people as more and more business professionals become even more fully engaged in missions.”

*Founded in 1984 in the Wesleyan tradition, The Mission Society ([www.themissionsociety.org](http://www.themissionsociety.org)) exists to mobilize and deploy the body of Christ globally to join Jesus in His mission, especially among the least-reached peoples. To that end, the Mission Society recruits, trains and sends Christian missionaries to minister around the world. It develops diverse programs and ministries in keeping with its missionaries' unique callings and gifts, ranging from well-drilling and the arts, to more traditional ministries, such as teaching English and church-planting. Its church ministry department provides seminars, workshops and mentoring for congregations in the United States and abroad, helping equip churches for outreach in their communities and worldwide. Its vision is for the Kingdom of God to advance among all peoples, bringing about redemption and reconciliation through Jesus Christ. At present, The Mission Society has more than 200 missionaries in 37 countries.*

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