

## ASIAN ACCESS STRATEGIC PLAN SUMMARY

# 2007: "Raising the Standard"

## 2007 STRATEGIC FOCUSES

### DEVELOPING LEADERS

- Identify national directors for two new countries.
- Establish two countries as models of accomplishing the first two components of the Essence of Asian Access.

### MULTIPLYING CHURCHES

- Recruit 6-8 catalytic short-term teams to serve in church planting projects.

### NETWORKING

- Refine the strategy for promoting partnerships.

### FUNDING THE MINISTRY

- Achieve \$1.9 million in investments through development activities.
- Equip our staff and board with the right tools and resources to be persuasive advocates of our organization and mission.

### SERVING PEOPLE, BUILDING CAPACITY

- Create and implement enhanced coaching/training/equipping of country leadership teams.
- Put in place the IT front-end that assimilates data and provides one-stop location for retrieving information.

### COMMUNICATING THE STORY

- Develop systems for capturing, composing, formatting, and delivering a steady stream of stories for purposes of connecting investors with Asian Access.
- Leverage the A<sup>2</sup>|40th Anniversary Celebration to increase awareness of Asian Access.

## THEMES FOR NEXT 3 YEARS

**2007** Raising the Standard (excellence)

**2008** Sharing the Partnership (indigenization)

**2009** Expanding Horizons (growth)

### BOARD OF DIRECTORS

#### Rev. S. Douglas Birdsall

PRESIDENT, ASIAN ACCESS  
EXECUTIVE CHAIR, LAUSANNE COMMITTEE  
FOR WORLD EVANGELIZATION  
BOSTON

#### Dr. David Bennett

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PRESIDENT, A.C. HORN AND COMPANY  
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PRESIDENT, MAEHARA & ASSOCIATES  
LOS ANGELES

#### Mrs. Grace Mathews

PRESIDENT, ART WHOLESALERS LTD.  
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#### Mr. Ronald D. McMahon

CHAIRMAN OF THE BOARD  
PRESIDENT, McMAHON  
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#### Dr. Ray Ortlund

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#### Mrs. Jackie Tsujimoto

HOMEMAKER  
LOS ANGELES

### FOUNDER

#### Dr. Ken Wendling

### SENIOR LEADERSHIP

#### Doug Birdsall

PRESIDENT, ASIAN ACCESS

#### Adrian de Visser

VP FOR PARTNERSHIP DEVELOPMENT

#### Bruce Johnson

VP FOR LEADERSHIP DEVELOPMENT

#### Jeff Johnston

VP FOR COMMUNICATIONS

#### Ned Kiser

VP FOR DEVELOPMENT

#### Elliott Snuggs

VP FOR OPERATIONS

#### Takeshi Takazawa

COUNTRY RESOURCE COORDINATOR, JAPAN

#### Peter Thomson

DIRECTOR, JAPAN MISSIONARY PERSONNEL

### VISION

To see a vibrant community of servant leaders with vision, character and competence leading the church across Asia.

### MISSION

To identify, develop and release emerging kingdom leaders to unite the church, multiply leaders and congregations, and extend the transforming power of the Gospel of Jesus Christ.

### VALUES

Servant leadership

People as God's priority

Relevance to cultural context of ministry

Innovation

Networking and partnerships

Generosity

## EXPANDING THE HORIZON

Extending into 20 Countries in Asia



### ASIAN ACCESS COUNCIL OF REFERENCE

**Dr. Lon Allison**

Director, The Billy Graham Center

**Dr. Jonathan Bonk**

Executive Director, Overseas Ministries Study Center

**Mrs. Vonette Bright**

Campus Crusade for Christ

**Mr. Robert Buford**

Chairman of the Board, Leadership Network

**Dr. Clive Calver**

Former President, World Relief

**Dr. Paul Cedar**

Chair, Mission America

**Dr. Peter Chao**

Founder & President, Eagles Communication

**Mrs. Pam Chun**

Hawaiian Island Ministries

**Dr. Kenneth G. Elzinga**

Department of Economics, University of Virginia

**Dr. Gordon Fee**

Professor Emeritus of New Testament Studies,  
Regent College

**Dr. Ajith Fernando**

National Director, Youth for Christ, Sri Lanka

**Dr. Kenneth Fong**

Senior Pastor, Evergreen Baptist Church of Los Angeles

**Mr. G. Walter Hansen**

Rivendell Stewards' Trust

**Mr. Daryl Heald**

President, Generous Giving

**Mr. Wes Jacobsen**

Professor of Practice of Japanese Language,  
Harvard University

**Dr. Walter C. Kaiser, Jr.**

President Emeritus, Gordon-Conwell Theological  
Seminary

**Dr. Peter Kuzmic**

Professor of World Missions & European Studies,  
Gordon-Conwell Theological Seminary  
Founder, Evangelical Theological Seminary  
in Osijek, Croatia

**Mr. Hugh Maclellan**

President, The Maclellan Foundation

**Mr. Paul McKaughan**

Former President/Executive Director,  
Evangelical Fellowship of Mission Agencies



“Asian Access has expanded across Asia for the last 8 years. This year we are committed to consolidating the gains of growth by raising the standard of excellence in every dimension of the mission’s life and service — for the good of those we serve and for the glory of God.”

**Doug Birdsall**

“Asian Access is a charter member of ECFA and has an unblemished record of 25 years with our organization. Accreditation with ECFA is a powerful statement to its donors that the ministry is serious about accountability and integrity. We stand proudly with Asian Access in the work to which God has called them.”

**Mr. Paul Nelson, former President,**  
Evangelical Council for Financial Accountability

“In leadership, I believe that charisma without character is chaos. That’s why I appreciate Asian Access’ commitment to character development. Their leadership model effectively balances the training of the heart as well as the hands and mind.”

**Dr. Peter Kuzmic, Professor of World Missions & European Studies,**  
Gordon-Conwell Theological Seminary

“I am most appreciative of Asian Access, your mission and the support you give me as a participating teacher. I believe my investment with Asian Access has far greater reach than the times I spend talking to large crowds. Your approach so impresses me that I am instigating a modified version within my own denominational context.”

**Ralph Moore**  
A<sup>2</sup> Faculty, Church Planter, Author