

FAITH LIFE

Enhancing and sustaining our religious service to students and the community

10-YEAR ANNIVERSARY

Celebrating 10 years of program additions and campus growth

NATIONAL CHAMPIONS

Wrestling and men's volleyball earn 2018 national championship titles

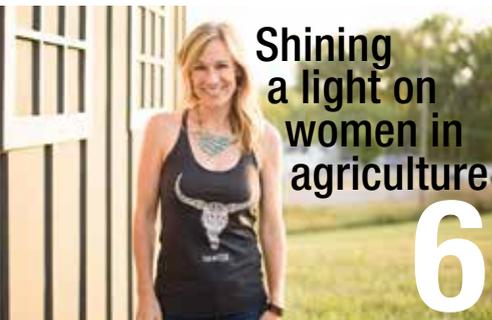
GRAND VIEW

A publication for alumni and friends of Grand View University

2018



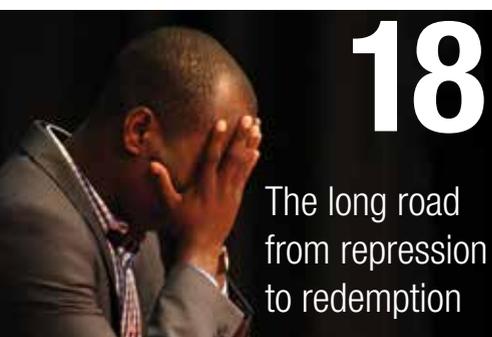
CONTENTS



Grad helps rid community of seedy massage parlors



10 TWO ALUMS WHO MEAN BUSINESS
"From my experience at Grand View, I learned if you want something you have to just keep going."



The long road from repression to redemption

20 THE VIKING EXPERIENCE
Friendship Experiences Connections
VIKING FOR LIFE

ON THE COVER Stained glass window in Luther Memorial Church, Des Moines.

TIME FOR CHANGE With this issue, you'll notice an entirely new publication. We've reworked not only our design but our story concepts – including more stories of alumni successes and impact on their communities. We'd love to hear from you and how your Grand View experience has influenced your life and career. Be sure to send us an email at magazine@grandview.edu. Are you interested in more of the day-to-day campus happenings? Be sure to follow our social media accounts or sign up for our monthly email newsletter by emailing alumni@grandview.edu.



A publication for alumni and friends of Grand View University 2018

VICE PRESIDENT FOR MARKETING & COMMUNICATIONS
Kendall Dillon

MANAGER OF GRAPHIC DESIGN
Kelly (DeVries '00) Daniel

CONTRIBUTING WRITERS
Chris Friesleben
Rachelle Mitchell
Kris Nelson

PHOTOGRAPHERS
Todd Bailey '92
Doug Wells
Lifetouch

VICE PRESIDENT FOR ADVANCEMENT
Bill Burma

DIRECTOR OF ALUMNI RELATIONS
LB (Nagle '08) Lyons

Update alumni information:
www.grandview.edu/gv-update
Share your news:
www.grandview.edu/gv-notes
Or email:
alumni@grandview.edu

Grand View University
1200 Grandview Avenue
Des Moines, Iowa 50316
515-263-2800
www.grandview.edu



GRAND VIEW'S LUTHERAN IDENTITY is as strong as it has been in decades. It is an important part of our heritage, of course, but it also is a critical element in fulfilling our mission. We are committed to developing the whole person—mind, body and spirit. Teaching theology and offering religious life activities are essential to supporting spiritual development.

In today's climate, however, holding up one's religious heritage and identity carries risk of misunderstanding. Some view religion as restrictive and exclusionary. Others react negatively to a more liberal version of Christianity, one that seems to eschew long-held beliefs and customs. Even among our campus community, I see signs of discomfort when we talk about our religious ties, discomfort attributable to the politicizing of religious beliefs.

Those notions of religion, however, are not what define us as a Lutheran university. Rather, our "Lutheran-ness" shapes who Grand View is and what we do in different ways.

Recently, the 26 colleges and universities related to the Evangelical Lutheran Church in America (ELCA) commissioned a statement that articulates the hallmarks of Lutheran higher education, values we all share as Lutheran institutions. The resulting document, "Rooted and Open," was finalized this spring.

In addition to this document, I like to use a bridge metaphor—which I borrow from Dr. Darrell Jodock, retired religion professor from Gustavus Adolphus College—to explain the role of our Lutheran heritage. Think of a bridge. The bridge deck is the widest and most visible part of the bridge. It carries a lot of traffic, vehicles of every shape and size. The bridge deck is supported by piers, which are narrower and spaced to hold up, not create the bridge span. Those piers are built on foundations and pilings which extend well below the surface of the water or soil to reach bedrock, giving the bridge its stability.

Grand View's day-to-day activities are the bridge deck. You'll see all kinds of "traffic" (academic programs, athletics and student life). In

Lutheran higher education, that bridge deck is OPEN to all. There are no restrictions preventing people of different backgrounds or beliefs from traveling or working on the bridge deck. To be sure, some of the activity you will see on the bridge deck is religious life programming, theological instruction, our emphasis on vocation and efforts to encourage some students to pursue ministry as a career. Our religious life offerings, however, are not directed solely to Lutherans, or just Christians, for that matter. We are OPEN to all people of many different faiths.

Our Lutheran heritage, however, plays another, more crucial role. It helps define us and, like the bridge pilings, it provides stability by connecting us to bedrock values based in Lutheran theology. For example, our core curriculum (activity on the bridge deck) is built on a solid liberal arts tradition (a common pier or pillar in higher education). Like all Lutheran institutions, our commitment to the liberal arts is ROOTED in Martin Luther's teachings. Luther accepted the limits of human knowing, believing that humans can never grasp the fullness of God. He maintained that our awareness of God's presence in all things around us, and in all academic disciplines, was necessary to better understand God's love for the world. Similarly, our work on vocation (activity on the bridge deck) is ROOTED (through the bridge pilings) in Luther's teachings on the theology of the cross and his work on the freedom of the Christian. Having been saved by grace, humans are free from the need to make ourselves right with God and free to serve others. To read the complete ELCA Rooted and Open document, visit www.grandview.edu/root-open.

In this issue, you will read about many activities "on the bridge deck" that are inspired by our calling as a Lutheran university. Moreover, you can be assured that the "bridge deck" we have built here at Grand View is both OPEN to all and solidly ROOTED in our Lutheran heritage.

Kent Henning, president

FAITH LIFE

AS A LUTHERAN UNIVERSITY, Grand View prepares students to do God's work in the world. Students are taught to seek truth, think globally, care deeply, decide carefully, act ethically and work diligently to improve life for all. To accomplish those goals, the University is blessed to have the support and assistance of donors, partners and the community. We invite you to read about recent developments that expand Grand View's ability to fulfil its mission.

RASMUSSEN-SKOW ENDOWED CHAIR

Thanks to a generous \$1.5 million gift from Kurt '88 and Lynette Rasmussen and Sandra (Jensen '57) Rasmussen, Grand View has created the James E. Rasmussen and Duane M. Skow Endowed Chair in Pastoral Excellence. The endowment aims to preserve and strengthen Grand View's commitment to providing excellent pastoral leadership for current and future generations of students. It will also enable Grand View's ministries and its partnership with Luther Memorial Church to become a model or a "center of excellence" for the larger Lutheran Church.

The Reverend Russell Lackey, Grand View's senior campus pastor, will serve as the first holder of the Rasmussen-Skow Chair. Rev. Lackey oversees Grand View's campus ministries and faith development for all students, and also serves as head pastor at Luther Memorial. Rev. Lackey's work also includes overseeing the NEXUS Institute, a grant-funded program aimed at encouraging high school students to pursue lives of ministry. In addition, Rev. Lackey is completing his doctor of ministry degree (D.Min.) from Duke University and recently published *Power and Purpose: The Book of Revelation for Today*.

"This endowed chair will have a profound impact on Grand View's ability to enhance and sustain our religious service to campus and our community," said Kent Henning, president. "The Rasmussen family's commitment to our Lutheran heritage will allow us to preserve this important part of Grand View's proud tradition for generations to come."

NEXUS INSTITUTE

In its second year, the NEXUS Institute gives high school juniors and seniors a year-long theology experience at Grand View.

The NEXUS Institute is a life-changing experience of community and learning focused on shaping people to be agents of God's transformation in the church and the world. Grand View received a \$600,000 grant in 2016 to establish the NEXUS Community of Young Christian Leaders. Part of Lilly Endowment Inc.'s High School Youth Theology Institutes initiative, NEXUS seeks to encourage young people to explore their theological traditions, ask questions about the moral dimensions of contemporary issues and examine how their faith calls them into lives of service.

NEXUS is a collaboration between Grand View's Campus Ministry and the University's Theology and Philosophy Department with the aim of producing theologically-minded youth who will become leaders in church and society. Each summer, 150 high school students are invited to Grand View's campus for a week-long theological academy that includes elements of study, fellowship and service. Research has shown that a quarter of seminary students first considered attending seminary before they enrolled in college. Rev. Lackey explains, "Building on current research, NEXUS is intended to engage high school students in the complexities of faith while also challenging them to consider working for a lifetime in ministry."

GRAND VIEW RECEIVES \$1.25 MILLION FROM BIBLE INSTITUTE

The dissolving Lutheran Bible Institute (LBI) in California, located in Westminster, gifted \$1.25 million to Grand View earlier this year to endow a faculty position. That job will be held by noted Lutheran theologian and professor of theology and philosophy, Rev. Dr. Mark Mattes. A scholarship for theology students at Grand View will also be established. The LBI, founded in 1951, searched the country for a Lutheran school that would use its assets after the school ceased operations.

The LBI felt that Grand View was uniquely qualified to receive the funds because of their commitment to teaching the "Word of God, which was LBI's mission." In addition, the board recognized Grand View's commitment to training young people through its NEXUS Youth Institute. Grand View will also offer Massive Open Online Courses (MOOC) to those interested as well as free online training to World Mission Prayer League missionaries.

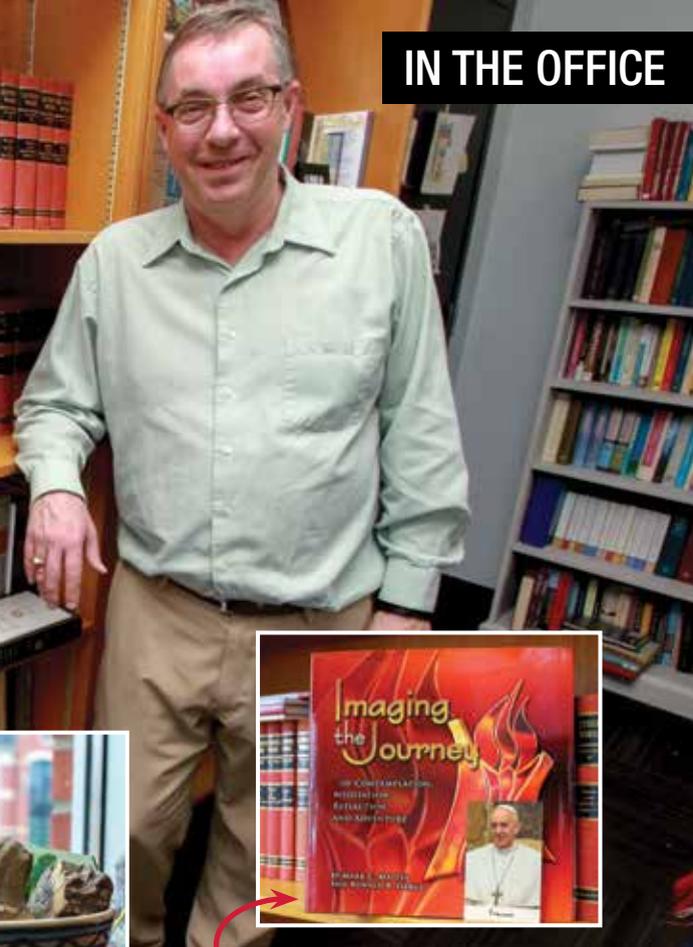


Photos from left: Senior Campus Pastor Russell Lackey with Kurt '88 and Lynette Rasmussen and President Kent Henning at the signing to endow the James E. Rasmussen and Diane M. Skow Endowed Chair in Pastoral Excellence. Rev. Dr. Mark Mattes, professor of theology and philosophy, teaches at the NEXUS Institute held in the summer of 2017.

REV. DR. MARK MATTES,

professor of theology and philosophy, began teaching at Grand View in 1995. His office not only represents his scholarly pursuits through research and travel but also connections to his family, Grand View students and faculty colleagues. Mattes likely has the office with the best view on campus, situated in the Cowles Center with views of the Grand Central walkway.

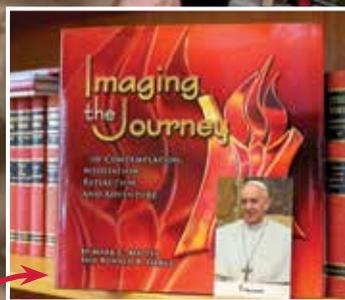
IN THE OFFICE



"At this point I don't know who I would be apart from Grand View."



Archaeological pottery shards from Mattes' father-in-law who was an archaeologist. The rocks date to Byzantine Greece from the early middle ages and are used as examples in Mattes' ancient theology courses.



One of 11 books written, edited or translated by Mattes. *Imaging the Journey* was sent to Pope Francis, who sent a photo and note in appreciation.

A photo of N.F.S. Grundtvig, a Danish pastor who influenced Grand View's founding. Mattes has been a Grundtvig champion on campus and says, "None of us would be here if it weren't for him."



Academic travels for lectures and conferences have led to a collection of religious statues, including a Chinese warrior statue, Indian icon of Durga, Byzantine cross from Russia and a lucky Buddha.

Pottery and a drawing created by Mattes' daughter Emma, who will attend Grand View in the fall. His son, Peter, is a current student and wife, Carol, is an alum.



CELEBRATING RETIREMENT

CATHY BRENT – 41 YEARS OF SERVICE



"I really appreciate Grand View's mission of meeting students where they are and helping them become what they want to be."

– Cathy Brent

Cathy Brent, senior director of advising and learning support, is retiring after 41 years (1977-2018) at Grand View. Originally, Brent was a member of the nursing faculty and coached softball for a short time, balancing those duties with her teaching. Even after she stopped coaching, she remained involved in athletics, having served as faculty athletics representative and district eligibility chair for many years. In 1999, she transitioned to administrative roles, all involving student success, evolving into the position she holds today. Brent received the Outstanding Advisor award in 2011.

"Grand View has provided me with many and varied opportunities," Brent says. "While teaching nursing, I discovered I really liked the advising role. I like being able to walk alongside students in a non-evaluative role. Grand View has been a BIG part of my life for many years."

GAREY SMITH – 18 YEARS OF SERVICE

Women's Basketball Coach Garey Smith retires after 18 seasons leading the program at Grand View. In February, women's basketball alumni, parents, friends and colleagues joined in formal celebration of Smith's successful coaching career which has spanned 36 years.

Smith's retirement comes with more than 750 wins as a basketball coach at the high school, NCAA Division III and NAIA levels. "One word comes to mind. Devotion," says Kent Henning, president. "Devoted to his players, devoted to his players' families, devoted to his employer."

In his final season, along with Co-Head Coach Kelli Greenway, the Vikings advanced to the NAIA Division I Women's Basketball Championship in Billings, Montana. They dropped a heartbreaker to the number one seed Shawnee State, 88-82.

"He always gives really great life advice."

– Kelli Greenway,
women's basketball coach



Garey Smith, head women's basketball coach, was joined by many GV basketball alumni in celebrating his retirement following Grand View's victory over Missouri Valley College February 17.



Mattes' most recent book published in late 2017, *Martin Luther's Theology of Beauty: A Reappraisal*, analyzes Luther's theological aesthetics and discusses its implications for music, art, and the contemplative life.

Shining a light on women in AGRICULTURE



"We are about connecting, empowering and inspiring women."

MARJI GUYLER-ALANIZ '03 spent more than a decade working in a corporate setting and, although she was successfully climbing the ladder, felt there was more she wanted to do.

Guylar-Alaniz was born in Webster City where her grandparents farmed. Now the farm remains in the family with the next generation farming.

She and her family moved to the Des Moines area when she was a young girl and lived on a farm before she eventually came to Grand View University, majoring in graphic design, journalism and photography.

After graduation she began a successful career at the crop insurance firm, Rain and Hail, in Des Moines. While there, she earned an M.B.A. from Drake University.

"I spent 11 years climbing that ladder trying to get to what I wanted to do, and when I got there I realized it wasn't what I wanted to do anymore," she said.

February 1, 2013, was her last day working in the corporate world.

Just a few days later, during the 2013 Super Bowl, it was the Dodge Ram pickup truck commercial "God Made a Farmer" narrated

by Paul Harvey and featuring still pictures of farmers that eventually changed her life forever.

Guylar-Alaniz said she was reading a newspaper article about the commercial when she became aware of the lack of women represented in the ad.

"I read the article and thought, man this doesn't seem right," she said. "And coming off of a career in corporate agriculture it was the same way. Very rarely did I travel with other women, or was in meetings with other women. I was a serious minority. So when I read this, it affected me. I found it frustrating because we are here."

In April 2013, Guylar-Alaniz started taking pictures of women in agriculture.

"I didn't know how to start this project," she said. "I knew I was going to take pictures, and it was a beginning of a cool journey."

Guylar-Alaniz said she had a goal that first summer to take a picture of seven women. She soon started up a basic website, started sharing those photos on social media and FarmHer was born.

"It was in the middle of July when all of that went public and what happened after that shocked me," she said. "I knew this mattered to me and I visited those seven farms, and I knew there was something

really cool out there. Something amazing and something beautiful that I was seeing."

Guylar-Alaniz said she was shocked at the number of women in agriculture who started coming to her, thanking her and telling her how they could relate to those photographs.

Soon she was advised to trademark the name "FarmHer" which, she said, made it into a real business. She started selling shirts, expanded from the online world and ventured out into speaking about her business.

This led to interest from RFD TV, a cable and satellite channel dedicated to rural issues.

"They had been looking for ways to showcase women, to talk about women, to talk to women on their network," she said. "They wanted to talk about doing a television show that took exactly what I was doing and brought it to life on television."

FarmHer continues to grow.

"What is FarmHer? Our mission is to shine the light on the role that women play in agriculture," she said. "It always has been and always will be."

Guylar-Alaniz said over the last four years she has come up with

a lot of different ways to accomplish that mission through social media, podcasts, radio, merchandise, publications, conferences and television.

"We are about connecting, empowering and inspiring women," she said.

FarmHer has allowed Guylar-Alaniz to see a lot of different aspects of agriculture — taking her out of the corn and soybean fields of central Iowa to ranches and farms in Montana and Texas to vineyards in California to oyster farms in Maine and cranberry bogs in Massachusetts.

"You name it," she said. "We have seen a lot of different things, some of them work on farms, volunteer on farms, some work in corporate agriculture, some of them have thousands of acres, some of them have less than one acre. At the end of the day, each and every one of these women is an important part of agriculture and it has been such a neat thing for me to get to experience and see. An absolutely amazing thing."

FarmHer is now in its second season on RFD TV.

Article by Kriss Nelson, Farm News editor; excerpted with permission from Farm News; Photos submitted by Marji Guylar-Alaniz '03

Happy

2008 WAS A BIG YEAR FOR GRAND VIEW!

That year, President Kent Henning announced the name change from **GRAND VIEW COLLEGE TO GRAND VIEW UNIVERSITY**. Grand View also added graduate education, the Rasmussen Center opened, and football and wrestling programs were added to the athletic department. Let's take a closer look back at these milestones from 2008:

RASMUSSEN CENTER

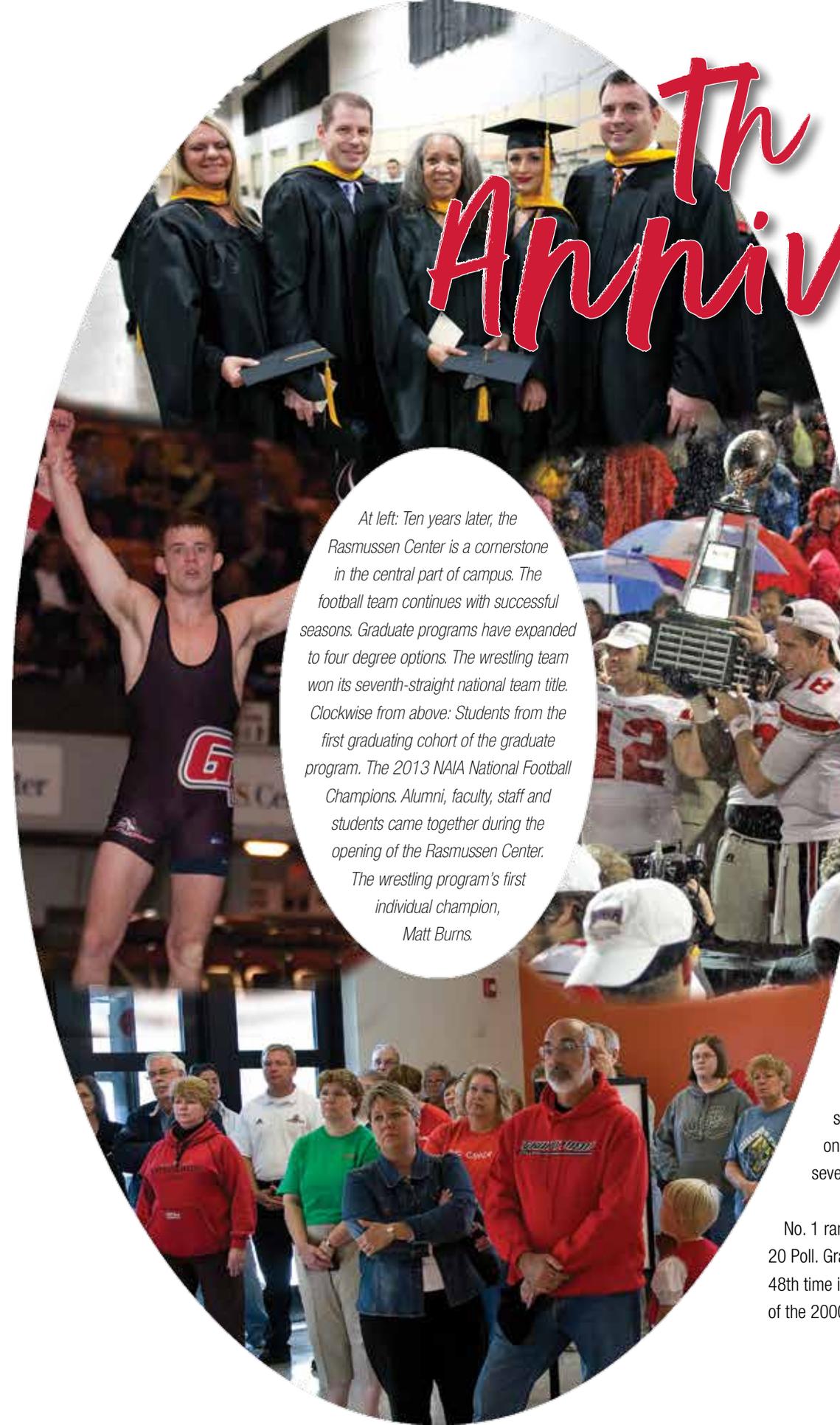
It's hard to imagine campus without the Rasmussen Center

The Rasmussen Center for Community Advancement Professions was completed in the fall of 2008. The 42,851 square-foot, \$8.5 million building houses the departments of art, education, human services, criminal justice, political science, psychology and sociology, as well as classrooms, faculty offices, art studios and computer labs. The building also provides space for the Academic Learning and Teaching Center (ALT). Located in the center of campus on the northwest corner of East 14th Street and Grandview Avenue, it has become the gateway to campus. In the spring of 2015, the Jensen Bridge opened, connecting Rasmussen and the Student Center above East 14th Street.

GRADUATE PROGRAMS

Now offering four master's degree programs

Grand View offers exceptional graduate programs for students seeking advanced degrees. Ten years ago, the Master of Science in Innovative Leadership was offered and composed of a common core of courses and three tracks: business, education and nursing. The programs have since evolved into graduate degrees that are in demand and relevant in today's workforce;



10th Anniversary

At left: Ten years later, the Rasmussen Center is a cornerstone in the central part of campus. The football team continues with successful seasons. Graduate programs have expanded to four degree options. The wrestling team won its seventh-straight national team title. Clockwise from above: Students from the first graduating cohort of the graduate program. The 2013 NAIA National Football Champions. Alumni, faculty, staff and students came together during the opening of the Rasmussen Center. The wrestling program's first individual champion, Matt Burns.

Athletic Training, Education, Organizational Leadership and Sport Management. Graduate study combines academic excellence with real-world experience. Being located in Des Moines gives our students strong career opportunities in their chosen field.

FOOTBALL

A national title and seven conference titles

In the last 10 years, Coach Mike Woodley has built one of the top football programs in the NAIA, with an accumulated record of 85-32. He has led the Vikings to six playoff appearances, seven consecutive conference titles and the 2013 NAIA National Football Championship. The program has 144 All-Conference selections and 11 NAIA All-Americans. 2013 was a special year for the Vikings. The team went 14-0 overall, won the NAIA National Championship and finished the season ranked as the top team in the nation.

WRESTLING

26 individual national champions and seven national team titles

In its first year, the wrestling program made Grand View history with its first national championship wrestler. By 2012, the team had won the NAIA National Championship and has continued their reign as champs for seven-straight years. They now have 26 individual national champions, 72 All-Americans and seven Cliff Keen National Duals Championships. The team is the only NAIA program, and only the fourth program in all divisions, to win seven-straight national championships.

For the seventh-consecutive season, Grand View also claimed the No. 1 ranking in the postseason edition of the NAIA Wrestling Coaches' Top 20 Poll. Grand View holds the No. 1 ranking for the 45th-consecutive poll and 48th time in program history. This is the most for any institution since the start of the 2000-01 season.

2 ALUMS *who mean* BUSINESS

ENTREPRENEURS ARE A UNIQUE group of people. Not only do they think differently; they act differently. They draw on personality traits and mind-sets to come up with ideas that straddle the line between insanity and genius. Randy Rothfus '91 is proving that pouring is boring with his original wine product that makes drinking even more fun – the Guzzle Buddy. TaufEEK Shah '16 created Lola's Fine Hot Sauce and has turned it into a thriving national business.

GUZZLE BUDDY

Rothfus and his wife, Karla '91, both graduated with degrees in General Science. They got married and went to the University of Iowa for Dental School. After practicing for almost 20 years, Rothfus developed a problem with his hand and after a surgery was no longer able to practice dentistry. He decided this was a second chance to do some things he previously wasn't able to do – he had the entrepreneurial spirit!

One day, his sister-in-law, Jennifer Brick, was watching an old sitcom and saw a wine glass that attached to the top of a wine bottle. Being wine lovers, they decided they had to have one. After an extensive search they found no such product was invented or commercially available, so they decided to create their own.

Rothfus says, "I feel Grand View really prepared me for this challenge by teaching me determination. Being part of a small university, you have to be more of a participant when there are less students, and you really have to work hard. This determination came in handy when we wanted to make our product. I now understand why people say, 'I should have thought of that idea,' but never did anything about it. Thinking of it is one thing, but making it and seeing it all the way to selling it is completely different."

After about six months of prototypes, they found an efficient way



to get the glass to attach to a wide variety of bottle openings. They started selling them on Amazon, things went viral a few months later and they completely sold out. They got more product in stock and their product was featured on Ellen Degeneres, Live with Kelly, and countless blogs and social media sites. In 2017 they came up with a beer glass version, and then made in the USA unbreakable plastic versions.

"There were so many roadblocks and pitfalls," Rothfus recalls. "You have to keep picking yourself up, and moving forward, it would be easy to stop. From my experience at Grand View, I learned if you want something you have to just keep going. We had to learn things day to day based on what the needs were at the moment, and without some serious drive and determination to push onward we would not have made it. Some people say, 'wow, you're lucky,' and while I do attribute some things to being in the right place at the right time and a little luck, I know that if we hadn't worked as long and as hard as we did and continue to do, we wouldn't have ever been in the right place at the right time!"

Rothfus and Brick were contacted in 2017 by Shark Tank and went through the process of getting accepted and appeared on the show. They got a deal with Daymond John, and are in the process of negotiating that deal.



LOLA'S FINE HOT SAUCE

In August 2015, Shah, a business management major, was working at Principal Financial Group and brought in a few jars of his mom's hot sauce for a department potluck. In less than 30 minutes, it was gone and soon after, his inbox was flooded with requests for more. Shah always knew his mother, Carmelita Shah—also known as Lola, which means "grandmother" in Filipino—made delicious hot sauce but didn't know how popular it would be. Shah recalls, "Honestly, whatever Lola makes, people love. I just never really thought about it being an entrepreneurial idea."

A few days after the potluck, Shah began exploring the idea of selling the sauce made from Lola's family recipe. In 2016, he rented a commercial kitchen and began bottling and selling Lola's Fine Hot Sauce at local farmers markets. By the end of the season he had sold out of all of the bottles and knew he was onto something big.

At Lola's Fine Hot Sauce, their mission is to provide a truly unique hot sauce. Their hot sauce is made entirely of fresh ingredients like chili peppers, garlic, lime and vinegar, containing the world's most unique peppers. Lola's Fine Hot Sauce comes in four flavors and is found in more than 1,200 retail stores and 500 restaurants across the United States and Canada. Lola's is also the official hot sauce of Grand View, I-Cubs, Wells Fargo Arena and many more.



"I hope with every step I take forward that I will continue to be in a position to help my community take a step forward as well."

According to Shah, "Grand View gave me the tools I needed to be confident and successful while also staying humble and working hard. Everyone at Grand View was incredibly flexible with my work schedule and made learning not just an experience but also gave me the tools and confidence to help me grow my business ten-fold."

Despite his hectic schedule, Shah has also been involved with the American Heart Association (AHA). Through digital campaigns in coordination with Lola's Fine Hot Sauce, as well as by donating a percentage of Lola's proceeds to the AHA, Shah and his team are dedicated to helping provide much-needed financial resources to the organization. "Between Lola's, my financial advisor roles and other business alignments, I try my best to take what I've been blessed with, and pay it forward," says Shah. "When I can wake up every day and incorporate my family, life and reality into my occupation. Life is good!"

In June, Shah and his sister, Hannah Elliott, expect to take the Lola's brand to the next level with the opening of Lola's Fine Kitchen in Ankeny's Prairie Trail District. The eatery will offer quick-service Southeast Asian- and Filipino-inspired meals made with fresh ingredients. The recipes are all inspired by Lola's cooking. "I'm still young, I still have a lot to give," Shah remarks. "I hope with every step I take forward that I will continue to be in a position to help my community take a step forward as well."



Ryan Anderson, author and associate professor of business administration at Grand View, offers his perspective on some of the challenges entrepreneurs face when starting their own business.

The TOP 3 CHALLENGES of being your own boss

1. CASH IS KING!

Many startup founders have heard the saying, "It takes money to make money." Access to funds and capital certainly helps, but it's not the aggregate solution to your startup problems.

Because of the ease of technology and the internet of things, the cost of starting a business is coming down all the time. Now, more than ever before, there are cost effective ways to test the market with a new product idea. This helps make the validation of your minimum viable product that much easier.

Don't let your finances own you. You are ultimately responsible for your financial decisions, and that requires you to have a basic amount of financial literacy.

Wants versus needs. It's important to distinguish between what you need for your business, versus what you want. That thing you think you need? You don't need it. It might be tempting to spend a bunch of money on a marketing campaign, but if you can barely keep the lights on, it may not be the time to bring in an outside marketing firm to promote your business. You may have to stick with bootstrapping it longer than you would want. Stop spending time and money on frivolous distractions; that new shipment of lush business cards won't determine your future.

2. KNOW WHEN TO PIVOT

Every small business will hit a time when they realize they must alter their business model. This could involve changing your product, demographic focus or marketing strategy. Pivot is not a one-dimensional word in terms of starting a business, it's part of the normal course of business in the start-up world.

Every new business faces an uphill battle when making its first few sales, but once you get past the honeymoon phase of running your business, you have to convince customers to buy your product or service. This means your company's value proposition should speak to things people already want or want to do.

If you get too much push back from the market, you have to consider whether your product is what people actually want, or whether your marketing is saying what people actually want to hear. It might be the product or it might be how it's positioned, but finding solutions to both problems starts with the market in mind.

3. WORK-LIFE BALANCE

I have come to find that if you want to be your own boss, then you need to give up on the idea of having a nice blend of work-life responsibilities. Don't get me wrong, it's an admirable pursuit, but the realities of running a small business don't allow for much time for a social life outside of pouring your heart and soul into the business.

In 2018, work-life balance is a bit of fallacy. It's less about a zero-sum game versus investing time in what feeds your soul. Where you invest your time says a lot about what you value. Running a business is no different. You will get out of it what you put into it. It's important to track and take account of your time. This will help you understand where you're investing your time, talents and resources.

Save the Date

Grand View University Homecoming 2018

October 4-7

Join us for

THURSDAY, OCTOBER 4

1896 Club Dinner & 50-year class reunion recognition

FRIDAY, OCTOBER 5

Young Alumni Happy Hour & Homecoming Festival

Free family fun for all ages!

Women's volleyball game

SATURDAY, OCTOBER 6

Football tailgate & game

Men's & women's soccer games

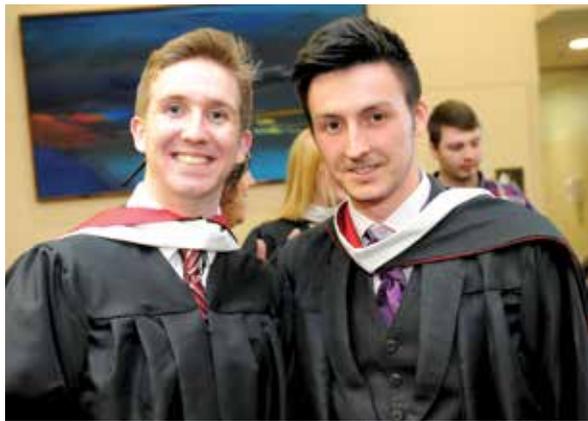
Athletics Hall of Fame Induction

SUNDAY, OCTOBER 7

Sunday worship service and brunch

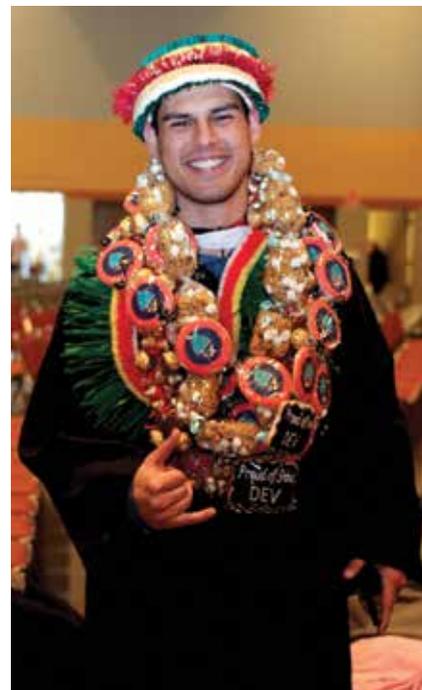
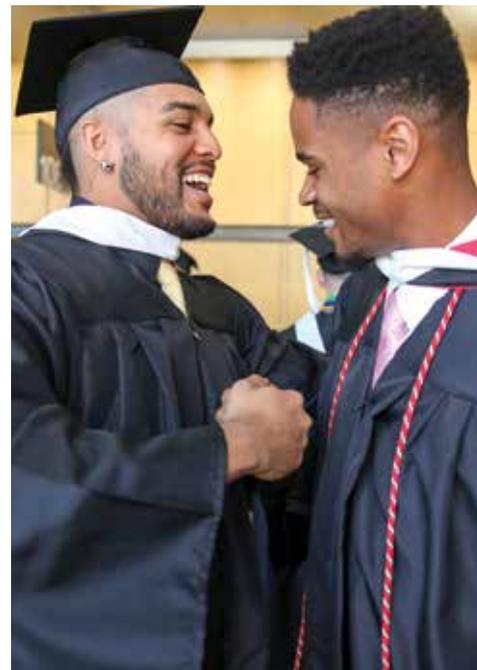
AND MUCH MORE!

Visit www.grandview.edu/homecoming for updated information.



CLASS of 2018

Commencement ceremonies for Grand View's class of 2018 were held April 28 at Hy-Vee Hall. Approximately 405 students participated in the ceremony, with 500 graduates anticipated for this academic year. The Honorable Christine Hensley, former Des Moines city councilwoman, provided the commencement address and was awarded an honorary degree. Lizeth Salazar-Klock, a biochemistry and biology major, was the student speaker. Congratulations graduates!



Grad helps RID



*"In this business,
you try to stay
one step ahead
of those trying to subvert the law.
They change tactics,
we change tactics.
It's a constant
dance."*

COMMUNITY of seedy massage parlors

TYLER TOMPKINS '03 didn't set out to become proficient in identifying human trafficking.

But that's the path the Johnston (Iowa) Police Department lieutenant found himself on six years ago after a raid shut down a local massage parlor suspected of illicit activity.

When the business reopened three days later with entirely new personnel, the department realized it was dealing with a problem much larger than straightforward prostitution. "We started looking at it as human trafficking," says Tompkins, who majored in criminal justice. "And when we recognized the scope of the problem, we knew our community wouldn't stand for it. No community should."

Human trafficking is any type of modern day slave labor, such as work force labor, forced marriages, debt bondage, human organ and tissue trafficking—yes, that's a thing—or, in this case, sex trafficking.

Many assume—incorrectly—that sexual slave labor happens only in the country's most densely populated cities. Such is not the case. A recent study by Polaris, an anti-human trafficking advocacy group, exposed the activity as a \$2.5 billion annual business that rakes in profits from more than 9,000 illegal massage parlors across all 50 states.

Equally sobering, Polaris identified Des Moines as one of the country's top 100 sites for suspected massage-related trafficking, fueled in part by the state's easy access to transportation.

"Two of the country's main interstate arteries cross in Iowa, providing a conduit to illegal activity," says Tompkins. "Whether it's drugs, stolen property or people, you're looking at an easy stopping point for them."

After closing several other massage parlors in the following weeks, police knew they needed a different approach. State laws were ineffective in shutting down prohibited businesses once they were open, so city officials changed to a strategy of regulation.

"Our mayor and police chief helped push a local licensing

ordinance as a way to manage the problem on the front end as opposed to pulling it back out of community once it took root," says Tompkins.

The ordinance requires all massage therapy businesses to be licensed before opening. The application requires proof of credentials for all massage therapists as well as previous license suspensions or denials. Criminal background checks are run on everyone associated with the business.

The city sought feedback from those in the community who operate bona fide massage businesses. The goal was to write an ordinance that would not hamper lawful enterprises. "There is a fee associated with the license, but now clients know they are entering a legitimate massage business," says Tompkins.

Since its passage in 2016, the city has closed down one illegitimate business and denied licenses to two others.

In recognition of its efforts, the Iowa Network Against Human Trafficking and Slavery presented Johnston Mayor Paula Dierenfeld and the city a plaque for its efforts to regulate massage businesses as a way to prevent human trafficking.

Dierenfeld says the city is proud of the recognition because it transcends the community's borders. "We are confident other cities will adopt similar ordinances," she says. "And every time one does, it makes it that much harder for these horrible businesses that prey on other human beings to operate in Iowa."

Tompkins regularly fields calls from other communities considering writing similar ordinances and he willingly shares tactics law enforcement can use to identify and shut down illegal massage businesses. But he is under no illusion that the problem has disappeared.

"In this business, you try to stay one step ahead of those trying to subvert the law. They change tactics, we change tactics. It's a constant dance."

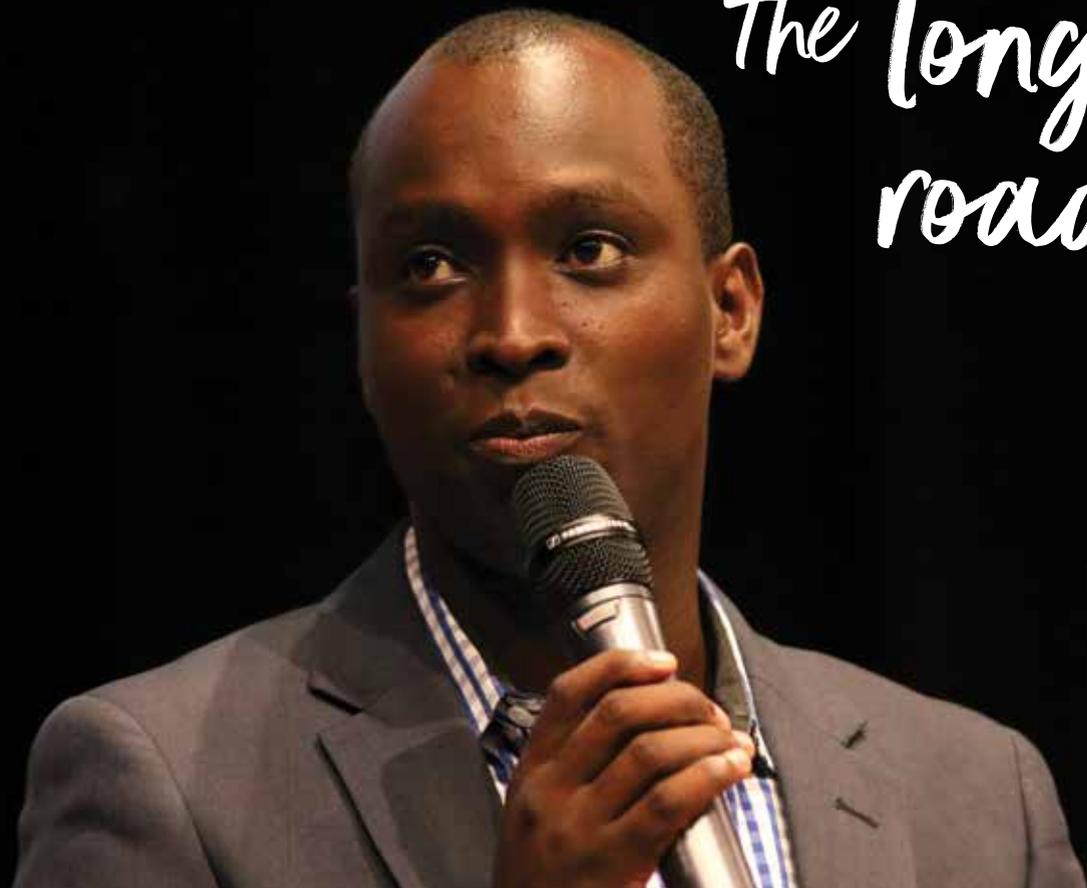
Tompkins says participation in extracurricular activities at Grand View was initially out of his comfort zone, but he discovered he liked working with faculty and administrators to get things done. He says his involvement in student government gave him valuable experiences outside the classroom that better prepared him for work in the real world. Grand View is also where he met his wife Courtney (Glenn '04) Tompkins.

The long road from

repression

to

REDEMPTION



TO HIS CLASSMATES,

Boaz Nkingi '16 seemed your average international student, soaking in an American education while enjoying the benefits of a U.S. lifestyle.

He worked hard to improve his English and had a laser focus on his studies. His unique life experiences influenced his perspective of the world and undoubtedly helped mold him into the remarkable, selfless young man he is today.

The only thing is, Nkingi was never an international student. He was a refugee from the Democratic Republic of the Congo, a country of anarchy and civil unrest, where ethnic violence and human rights abuses have persisted for decades.

"My classmates would ask me when my student visa expired or when was I going back," Nkingi says. "They didn't know my story."

That story is a horrific one. He was 14 years old when his family, members of the politically harassed Banyamulenge tribe, fled their Congolese home. They ended up in the Gatumba refugee camp in Burundi, Africa.

They had been there two months when, on the night of August 13, 2004, rebel forces entered the camp with guns, machetes and torches. When the havoc was over, 166 refugees lay dead, Nkingi's father and six siblings among them. His mother would spend nine months in the hospital recovering

from severe burns and gunshot wounds.

Nkingi survived unscathed, but that night of merciless terror is etched forever in his memory. "I was between my two brothers in bed and still don't know how I survived," he says. "I think it was God's protection, maybe for the plans He had for me."

Nkingi and his mother relocated to the United States in 2008, first to St. Louis, then to Des Moines. He would not waste this opportunity to start over. He would avenge the loss of his father and siblings by attaining what their deaths denied them—a good education and a life free of fear and repression.

He graduated from Urbandale High School and Des Moines Area Community College before enrolling at Grand View. By then he was married and had a young son. He worked full-time to support his family and went to school full-time to earn a degree in video production. Two more sons have since joined the family.

"I wanted to give my mother another family to love," Nkingi says.

Nkingi joined AmeriCorps VISTA after graduation, perhaps in an intuitive effort to help build a better world. His year-long experience at the U.S. Committee for Refugees and Immigrants opened his eyes to the ongoing needs of the Congolese population.

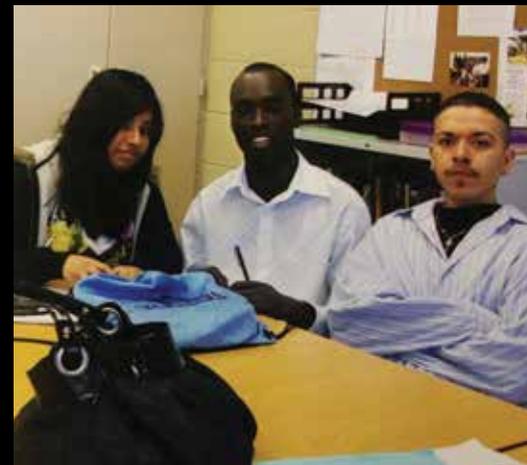
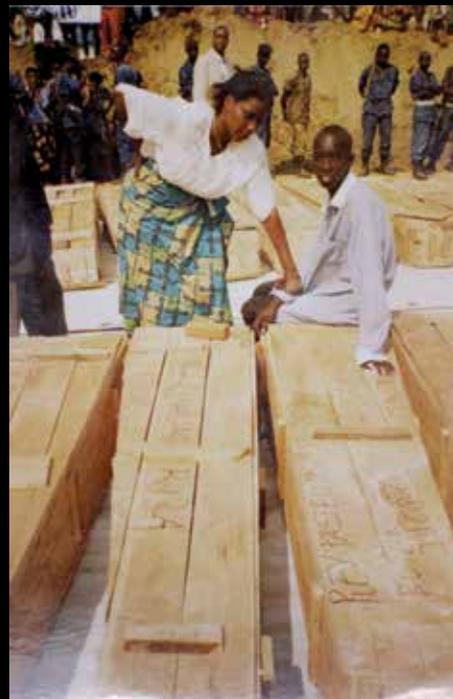
It was against that backdrop that Nkingi helped found the Iowa Congolese Organization and Center for Healing (ICOACH). The nonprofit helps refugees heal from a life of constant turmoil and settle into one of opportunity.

"Congolese refugees want the same things as everyone—education, health care, affordable housing," Nkingi says. "There are services available, but if you don't speak English, you don't know how to access them. We act as navigators and guide them through the American process of resettlement."

For now, ICOACH volunteers cover expenses such as transportation and supplies. But the federal government recently granted tax-free status to the nonprofit, opening the door for grants, contributions and donations.

Nkingi traces his altruism to his father, a pastor who devoted himself to helping others. His selflessness left an impression that Nkingi wouldn't fully realize until the events of his life unfolded. "To be honest, I didn't know that this would be my calling," he says. "I just felt it and that's from my parents."

Now U.S. citizens, Nkingi and his mother don't think about returning to their homeland. "Maybe one day, if things get better," he says. "But this is the safest place I've lived. This is my home now."



Nkingi works full-time as a case manager at Homes of Oakridge in Des Moines. That leaves evenings and weekends to carry out the mission of ICOACH—helping refugees and immigrants regain control of their lives. Two local churches provide space for the nonprofit to operate. Nkingi sings in a worship band at Zion Lutheran Church in Des Moines. He met his wife Esther, herself a Congolese refugee, when the group was invited to perform at a youth conference in Houston. The couple has three sons: Ebenezer, 4; Edi, 2; and Joshua, 6 months.

The Viking Experience

THE VIKING EXPERIENCE.

It's what makes Grand View unique – a powerful combination of friendship, student experiences and meaningful connections. It's about working together to succeed and working together to make the world a better place. It's what each student finds at GV...and how it changes and molds them into becoming leadership inspired. Our creative, innovative, hands-on learning style means that no two student experiences are the same. Our theory? Learn what you love and you'll love to learn!

We hear about the power of a Grand View education from alumni regularly. Read the personal stories of a few...

“My time at Grand View was great.

I jumped right into sports writing because I knew that's what I wanted to do. I think the early start definitely helped me **prepare for what was to come**. Some of my **closest friends** are people I met at Grand View. I'm thankful to have been a part of such a close knit group in the communication building. My motivation right now is my family. **I'm not only working every day for myself but for them as well.**



TROY HYDE '03
Photographer and Sports Writer
Newton Daily News

“I chose finance as my major to provide financial security and wealth preservation to African American, Latino and other underrepresented communities in the greater Des Moines area. I made many **meaningful connections** with professors, advisors and classmates whose **encouragement** helped get me where I am today. When I'm not working or volunteering, I enjoy engaging people by being a board member for Fuse DSM: Your Chambers and



VP of Membership for Junior Chamber International, **all of which give me the opportunity to make a difference throughout Iowa as a proud Grand View alum.**

ANDRE MCKAY '16
Agent
New York Life



“When 40 [Lou Yacinich, head baseball coach] and Plum [Troy Plummer, athletic director] recruited me out of California, one of their selling points was that at Grand View I'd make **lifelong friendships** and they were right. Along with the great **relationships** I have

maintained through the years, I still contribute every year to 40 and the baseball program (even though I wasn't a very impactful player) and Plum turned out to be one of the **biggest mentors** for me in this profession and a **great friend** as well. **That to me is a huge part of my Viking Experience.**

JEFF FALKNER '04
Athletic Director
Cal State Dominguez Hills

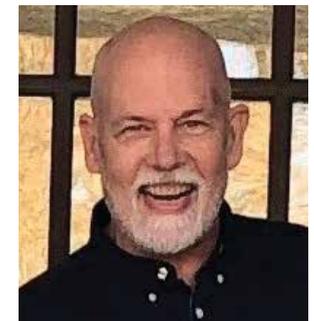
“When I think back on my time at Grand View,

I realize how lucky I was to have the **opportunities** that prepared me for what I am doing now. Grand View did not just prepare me for the work I am doing at John Deere Financial, but it helped me **grow as a person**, **shaped my values**, and taught me the **importance of building and maintaining relationships**. Throughout my time at Grand View as both an undergrad and graduate student, I made **lifelong friends** and developed relationships with professors and staff that I would consider some of my **greatest mentors**. I learned how to manage my time while playing softball, studying and getting involved on campus. **This has made a huge impact on how I now navigate through life!**



CARLY (THOMPSON) ANDERSEN '08 & '13
Customer Relationship Manager
John Deere Financial

“When I attended Grand View in the late 70s, it was a very small school. I was part of the early days of the bachelor's degree programs and really **enjoyed the small class sizes**. Folk dancing was one of the greatest memories for me. I was part of the only folk dancing touring group and represented Grand View as part of the choir tour. **I have always considered Grand View to have a tremendous influence on my life.**



BILL NIELSEN '80
Retired Pastor

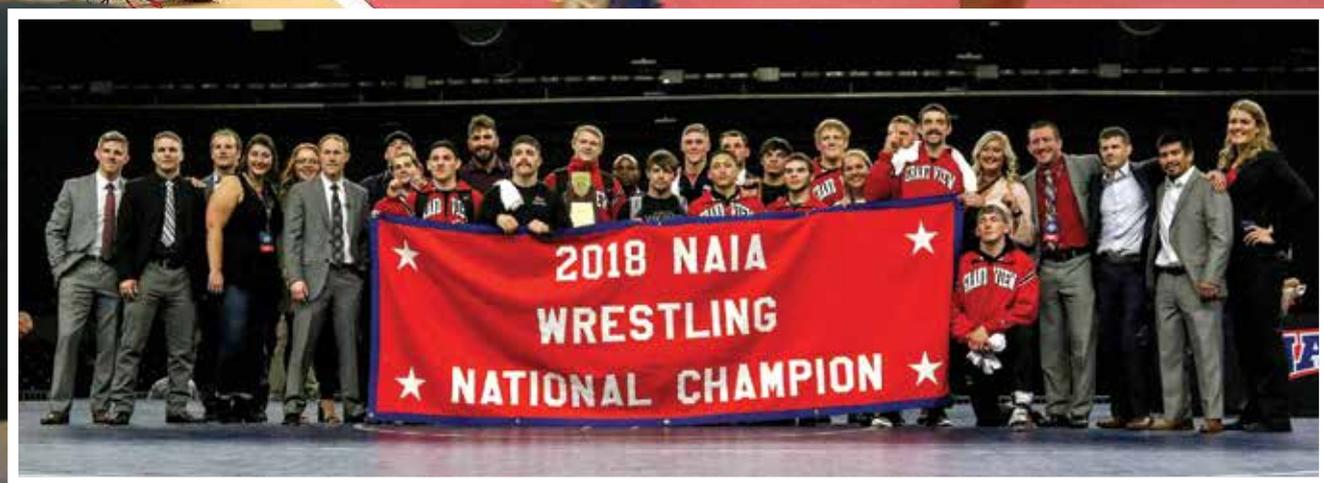
VIKING FOR LIFE



NATIONAL *CHAMPIONS*

MEN'S VOLLEYBALL Playing on the recently-updated home court in front of an energized crowd, Grand View won their first-ever NAIA Men's Volleyball National Invitational title by defeating Benedictine Mesa 3-1 (25-23, 25-21, 22-25, 25-17). During the April Invitational, the Vikings went 4-1 with their only loss coming from Benedictine Mesa in the second round of pool play. Awards handed out at the end of the tournament included: Head Coach Donan Cruz – National Invitational Coach of the Year, freshman Felix Chapman – National Invitational Most Valuable Player, senior Tim Johnson, Jr. – All-Tournament Team.

WRESTLING Grand View continues to rewrite the wrestling record book, winning an unprecedented seventh-straight team title at the 2018 NAIA Wrestling National Championships. Fueled by 10 All-Americans, the team scored 171.5 team points. Grand View is the fourth program in collegiate wrestling history to win seven-straight team titles. All three of Grand View's individual finalists also won national titles. Senior Grant Henderson won 6-2 to claim his second-straight individual medal. Sophomore Evan Hansen won with a major decision (17-4) and earned Outstanding Wrestler of the Tournament. Four-time All-American senior Dean Broghammer capped his career with an 8-4 win against the returning national champion and earned the National Gorriaran Award (most pins in least amount of time) with four pins in less than 10 minutes. He also won a national title in 2016.



A YEAR IN REVIEW

VIEWS FORWARD PROJECT

Grand View has been a proud member of Des Moines' east side since its founding in 1896. More than \$75 million in campus improvements in the last decade have enhanced the University's footprint along East 14th Street and surrounding streets. Launched in Fall 2017, the Views Forward Project recognizes the impact the University has had on the neighborhood and aims to bring continued positive change through genuine and sustainable projects, programs and events that involve area residents and businesses.

One of the project's first initiatives is a community garden. The 24 individual garden plots will provide neighbors access to fresh produce by giving them the means to garden for themselves and their families. To help fund the project, Grand View received a \$1,500 grant from the 2018 Community Gardens Mini Grant made available through United Way of Central Iowa, in partnership with Eat Greater Des Moines.

UPGRADING THE CHARLES S. JOHNSON WELLNESS CENTER

Thanks to a \$225,000 gift from Chuck and Jaina Johnson, the Charles S. Johnson Wellness Center underwent much-needed improvements this spring. Johnson, retired CEO of Pioneer Hi-Bred and former Grand View board of trustees chair, has been a longtime supporter of Grand View through his gifts to the Rasmussen Center, Student Center and the Grand View Fund.

Fieldhouse updates include:

- Replacing the Mondo floor
- Installing bleacher system
- Adding a sound system

The upgrades were put to use right away as Grand View hosted the NAIA Men's Volleyball National Tournament April 18 – 21. This was the first time the National Invitational was held in the state of Iowa and Grand View won its first national title (see story on page 22).

BIOCHEMISTRY PROGRAM RECEIVES NATIONAL ACCREDITATION

The American Society for Biochemistry and Molecular Biology (ASBMB) has formally granted the Biochemistry program a full seven-year accreditation. This is the first and only program in the state of Iowa to be accredited. The program was recognized for its support



of diversity and internship, as well as research opportunities. Accreditation through ASBMB ensures a program meets rigorous national standards in course content across all disciplines, has sufficient equipment and instrumentation, and research and internship opportunities. Students graduating from the program can now have their degree certified (by taking a national exam), making them competitive with other graduates from across the nation.



EDUCATION DEPARTMENT RECEIVES \$2.75 MILLION ELL GRANT

The U.S. Department of Education awarded Grand View a grant to support English-language acquisition in Iowa schools and communities. This \$2.75 million, five-year grant supports Project EMPOWER, a collaboration between Grand View and six Iowa public school districts: Columbus Junction, Des Moines, Iowa City, Marshalltown, Postville and West Liberty. Grant funds, over the five-year project, will enable Project EMPOWER to train 485 teachers to effectively serve English Language Learners (ELL) in their respective districts and serve as model teachers for ongoing job-embedded professional development. The project also systematically includes the training of 400 parents/families of ELL to strengthen the ability of the parents and families to support their children's education.



Clockwise from top left: Students organized the 2018 Dance Marathon, raising \$28,597 for children's cancer charities. The fieldhouse in the Charles S. Johnson Wellness Center received upgrades. Grand View participated in several events celebrating the 500th anniversary of the Reformation, including the choir singing at St. John's Lutheran Church in Des Moines. The Grand View community and neighborhood gathered for a ribbon cutting at the Views Forward Project Community Garden.

3+1 NURSING PARTNERSHIP WITH DMACC

In March, Grand View and Des Moines Area Community College announced a 3+1 pathway for DMACC nursing graduates to earn their BSN at Grand View in as few as 14 months. This innovative, online program awards credit for nursing knowledge, competency and skills learned in the associate degree program and allows DMACC students to cross-enroll at Grand View.

GV RECEIVES 2018 LIVE UNITED AWARD

Grand View was selected to receive the 2018 Live United Impact Maker Award for companies with 300-799 employees and was recognized at a luncheon held on Monday, April 23, at the Prairie Meadows Events and Conference Center in Altoona. The University was recognized for its community improvement efforts that are part of the Views Forward Project.

"Those we honored today represent our community's genuine compassion and willingness to roll up our sleeves and tackle the issues we need to address," said Elisabeth Buck, president of United Way of Central Iowa. "Our report shows that together we are making significant gains in the number of students who are graduating and the number of families who are thriving."

Record number of individual admissions visits in a month, set in November

148

more than **50,000** hours of community service completed by students, faculty and staff

73 students enrolled representing **40** countries

16 post-season athletic championships

250+ events held on campus by external groups and organizations

Giving back



The Sneddens first met at Grand View in September 1964. They fondly remember the lifelong friendships they developed while sharing cherry Cokes at Valhalla and cheeseburgers at Kerry's.

“NOT ONLY DID WE BENEFIT from new friendships and rich student life environment, but the entire educational experience was outstanding. We quickly learned the faculty and administrative staff had a genuine interest in both the academic well-being and social development of students. It was great to hear faculty call us by our first names as we passed them on the sidewalks.

After leaving Grand View and looking back we realized that this wonderful University gave us a foundation in life, more than just a few fleeting semesters of pleasure and sentimental memories. We are proud to say that after 50 years we annually try to give back just a fraction of the goodness we received from Grand View.

Thanks Grand View University, we love you and wish you all the continued success you so richly deserve.”

– Al '64 and Camille (Larson '65) Snedden

You too can give back and impact students lives today!

WWW.GRANDVIEW.EDU/GIVE-TO-GV