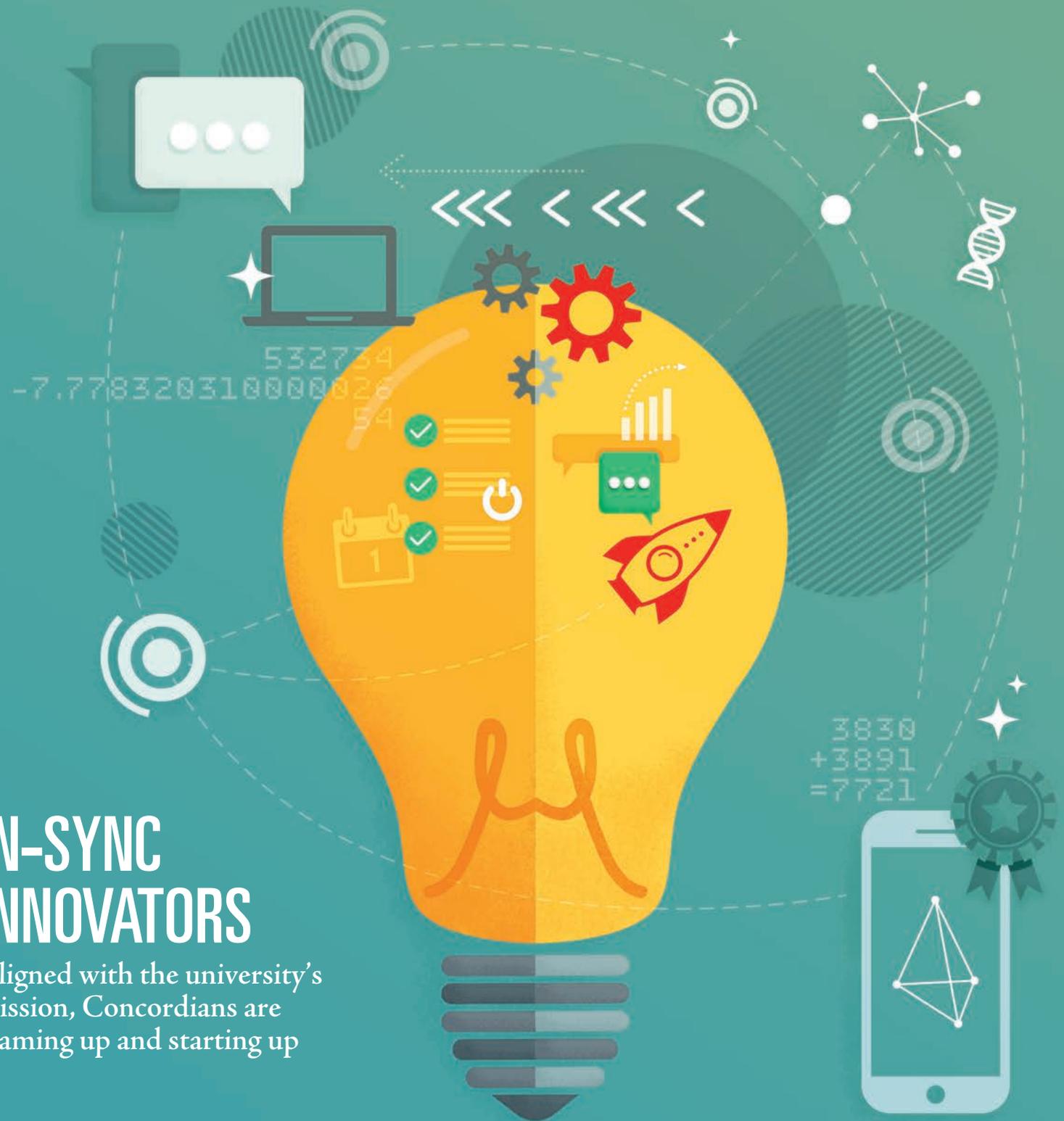


Concordian

THE MAGAZINE OF CONCORDIA UNIVERSITY WISCONSIN

IN-SYNC INNOVATORS

Aligned with the university's mission, Concordians are teaming up and starting up



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Cover design by Lindsay Taylor



WELCOME

Shaped by Our Heritage

The Reformation is certainly getting much attention, especially in Lutheran circles, as we approach the 500th anniversary of the posting of Martin Luther's storied 95 Theses. As a historian of the Reformation era, it thrills me to see such engaging activity surrounding these events. For us as a Lutheran university, it strikes me as particularly fitting for Concordia to take this opportunity to examine the historical impact of the Reformation. The Reformation started as a university movement, after all, before the broader interest in church and society soon followed. Our collective reflection upon the history of the Reformation will enhance our appreciation of Concordia's notable Lutheran heritage.

As much as I appreciate commemoration of the world-changing events and recognition of the influential characters who steered them 500 years ago, of even greater interest to me is a consideration of ways in which our Reformation roots and Lutheran lineage shape and guide Concordia University today. Standing above the rest are those theological themes—grace alone, faith alone, Scripture alone—which direct us to Christ alone. At Concordia, we earnestly seek to help our students grow in faith in Christ Jesus.

The same Lord who calls us to faith in Him also calls us to service to others. Luther's doctrine of vocation amounts to a "Reformation of everyday life." He and his colleagues were certainly innovative and entrepreneurial, and they used the state-of-the-art-means at their disposal to share their message. At the same time, no aspect of our lives in community with others was considered too ordinary to matter. In the pages of this issue of the *Concordian*, you will catch glimpses of ways in which Concordia students are creatively preparing for everyday lives of meaningful service. Their many gifts, cultivated inside and outside of the classroom, are already being used to bless our campus community. Inspired to make a difference, Concordia students will carry on the Reformation motif of "faith active in love." Our notable past is mere prelude to God's continued work among and through us in the future.

REV. PATRICK T. FERRY, PH.D.
President

A Familiar Face

Orientation Team connects with freshmen every step of the way

By Rachel Ferguson, University Affairs
Photography by Rachel Ferguson



Above: O-Team leader Jenny Gross laughs it up during orientation weekend. **Left:** About 30 students helped welcome incoming freshmen as Orientation Team leaders.

When Concordia University Wisconsin's newest crop of freshmen joined the more than 2,000 undergraduate student-strong campus this fall, they already knew some familiar faces. From May to move-in day, returning students on CUW's newly formatted Orientation Team supported incoming freshmen with their transition to college by developing invaluable peer relationships.

Each "O-Team" leader worked with a specific group of approximately 20 new freshmen. They greeted students registering for classes, led discussions on transitioning to college, played games, and made personal phone calls—all before the newest undergraduates officially arrived on campus.

On move-in weekend, this merry band of O-Team leaders met with their small groups to provide ongoing support, which will continue

throughout the fall semester.

"I wanted to be on Orientation Team because of the impact it has on new students," shared Abigail Wietfeldt, one of about 30 orientation leaders. "I still remember my first weekend here and how O-Team helped ease the transition for me as I made CUW my new home, and I wanted to be able to do the same for others."

Theatre in the Open Air

Concordia's theatre department stages first summertime performance

By Rachel Ferguson, University Affairs
Photography by Rachel Ferguson



Top Left: Lori Woodall, theatre program director, works through a shortened rehearsal schedule to make Concordia's first summertime production a success. **Top Right:** English student Tom Forshee ('18) appears as the overconfident Nick Bottom, amidst an extensive cast of Concordia alumni, students, and community members. **Bottom Left:** Nearly 30 children of CUW faculty and staff formed two casts of fairies. **Bottom Right:** Milwaukee Lutheran High School teacher Sara Pfenning ('15) returned to Concordia's stage as Titania, the queen of the fairies.

This past summer, Concordia University Wisconsin's theatre department took on *The Bard* and raised the curtain on a new show.

Under the direction of Lori Woodall, the theatre department held its first summertime production outdoors. An ensemble of Concordia alumni, community members, and nearly 30 children performed *A Midsummer Night's Dream* in a transformed President's Courtyard, characteristic of true Elizabethan theatre.

"The performance challenged the audience to examine love and our emotions, in a comedic way," said Woodall, an actor who is trained in Shakespearean performance. "My goal with any

production is to surprise the audience in some way and encourage them to think."

Woodall has been setting the stage for this performance for the past two years. Wanting to create a space where the community could unite and develop a love for live theatre Woodall invited both alumni and those in the Greater Milwaukee area to participate.

Joining Woodall was CUW alumnus Nic Cicerale ('07) as assistant director, and CUW professor of literature Dr. Brian Harries as dramaturge, who provided expertise in the Elizabethan time period. This company of three added its unique touch to the classic Shakespearean comedy by scripting a part

specifically for a developmentally disabled student actor and incorporating music from modern troubadours.

Although the summertime performance presented unique obstacles, including an extremely shortened rehearsal time, Woodall shaped the challenge into an opportunity to look at the bigger picture.

"Live theatre requires such trust that it will all work out," Woodall observed. "We put in our full effort, but we can't always account for the unknowns. It's at that point that we sit back and celebrate the gifts God has given us, including the ability to perform and participate in something that brings enjoyment to others."

Expecting the Surprises

Two beloved Concordians embark on new journeys

By Rachel Ferguson, *University Affairs*
Photography by Rachel Ferguson



Above: Deaconess Kim Bueltmann accepted a call as a career missionary, ending her time at Concordia.
Below: Rev. Dr. John Oberdeck bids farewell to faculty and friends at his June 28 retirement party at Concordia.



High Expectations, Highly Respected

An esteemed professor will retire at the end of the semester

By Kali Thiel, *University Affairs*
Photography by Jeffrey Phelps

In his 35 years as a theology professor at Concordia University Wisconsin, Rev. Dr. Timothy Maschke has developed a reputation for his tough exams.

Maschke likened his approach to one of his own professor's at Concordia Ann Arbor. The instructor would drop the needle of a record player in the middle of an album, let it play a moment, and then ask the students to identify the composer.

A Maschke test, likewise, "drops the needle" on a breadth of material and assumes that if students truly know the subject, they'll know the answer.

"You forget 80 percent of everything you learn, so I'm going to make sure my students have a big 20 percent," Maschke justifies with a grin.

Some have called his pedagogy nitpicky, but those who understand his methods recognize his true motive.

"He understands the premise: You will get what you expect from your students," explains one of Maschke's protégés Rev. Dr. Nathan Meador ('92). "I have no doubt in my mind that I am a better pastor because of Tim."

Many more will agree that Maschke has a knack for blending high expectations with genuine care and concern for students—and the right amount of levity sprinkled in.

Most likely that's why Maschke has earned a spot among numerous CUW alumni's hearts. Results of a 2016 alumni survey with more than 1,100 respondents put Maschke at the top of the list of individuals at CUW who have had "a

special impact" on their experience as a student.

After 35 years of impacting students, and raising up tried and true leaders for the Church—first as campus pastor and later as a fulltime instructor—Maschke will retire from CUW at the end of the 2017 calendar year.

On January 12 at 5:30 p.m., current students, alumni, faculty, and friends will honor him with a retirement celebration at the River Club of Mequon, 12400 N. Ville Du Parc Drive, Mequon.

"I can't believe I've spent over half of my working life at Concordia," Maschke says. "God has truly blessed me beyond my expectations, and I'm extremely grateful."

Can't make it in person? Join the celebration online via Facebook Live (/CUWisconsin), and share your Maschke memories in the comments.



Eager to Serve

The phrase may as well be synonymous with “CUW health professions graduates”

By **Kali Thiel**, *University Affairs*
 Photography by *Rachel Ferguson*

It was a proud day for the head of Concordia University Wisconsin’s School of Health Professions when she watched her son Joe cross the commencement stage last May.

The 25-year-old son of Dean Linda Samuel earned his Certificate of Applied Learning and became a member of the second graduating class of Bethesda College on May 13, 2017. The unique two-year certificate program that Concordia and Bethesda Lutheran Communities began in 2014 is specially designed for students with developmental disabilities—students like Joe, who was diagnosed at a young age as learning disabled, and who struggles with speech and language comprehension.

“Everything for Joe is always a little harder than anybody else, but he just keeps going,” Samuel said. “He’s succeeding.”

Concordia’s focus on preparing students for service to Christ in the Church and world provided the ideal setting for Joe to learn and grow, says Samuel. In fact, the university’s mission is a large part of why all four of Samuel’s children chose to attend CUW and why Joe has maintained his job in Concordia’s maintenance department after graduating.

For the woman who leads Concordia’s health professions (HP) programs, the mission affords a unique opportunity that few other universities can offer: a chance to talk about Christ and God’s Word, and how the two bring new purpose to students’ career pursuits.

“With our students, that extra piece is vocation,” Samuel says. “Our students aren’t graduating just to get a job; they’re using their



Dr. Linda Samuel walks with her son Joe Samuel, a recent Bethesda College graduate who is employed at Concordia.

gifts to serve God and other people.”

That’s why the School of Health Professions has a faith and learning committee whose goal is to lead faith discussions with faculty and help them explore ways to integrate faith in the classroom in a meaningful way. Samuel also has directed that every professor in the academic school include on their syllabus a desired outcome of their faith instruction.

Often these outcomes come in the form of service initiatives, says Samuel.

Not that it takes a class requirement to get HP students enthused about serving. One look at the year’s schedule of activities, and it’s plain to see that health professions students are servants at heart.

And in Samuel’s opinion, there’s no higher praise you could say of a Concordia HP grad.

Samuel says she wants students to graduate from Concordia “not only proficient in their field but with a servant mindset, eager to go out of their way to treat people in a Christian manner.” Here are a few of the ways students in the health professions programs do just that each year.



Asperger Teen Night—OT and PT students team up with the Autism Society of Southeastern Wisconsin twice a year to host Asperger Teen Nights. The nights are filled with food, fun, and fellowship that benefits all involved.



Healthy Heroes Camp—For the third straight year this past summer, OT students provided a free, weeklong camp for kids. The camp focuses on teaching youth to live healthy lives, with an emphasis on physical activity, nutrition, and emotional health.



Wellness Exams—PT students regularly perform free wellness exams, which include overall health assessments followed by custom plans to address any areas of concern.

Upcoming Campus Events

Concordia’s events calendar is already in full swing. We invite you to join us on campus often. For more events and full event information, visit www.cuw.edu/events.

October

- 19–20 — Fall Break
- 25 — Reformation 500 Reflections on “The Lutheran Idea of Vocation”
- 27 — Reformation 500 Music Concert
- 28 — Admissions Visit Day
- 29 — District-sponsored Reformation Service

November

- 03 — Pops Concert
- 04 — Homecoming
- 09–12 — Production of *The Music Man*
- 10 — Admissions Visit Day
- 12 — Selah and Civic Chorale Choir Concert
- 19 — Christ the King Celebration

December

- 01–02 — Christmas at Concordia
- 16 — Commencement

January

- 26–27 — Concordia Invitational Tournament at Concordia University Wisconsin
- 27 — CUW Hall of Fame induction ceremony

March

- 12–18 — Spring Break
- 23 — Junior Visit Day

Future Alum Posts @CUWisconsin



@samwow9
 Last first day of school! I’m starting to miss CUW already. But my next first day will be as a teacher.



@CUW_AT
 Wishing a happy Last First Day of School to our first group of graduates of the 5 year Masters program! #LastFirstDay #17thGrade



@kenadyxo
 Typical first day of school pic



@beccawert
 New year, different res hall, same ramen-loving friends!!!! #reggie326



@natehasenstein
 On the back nine of this whole college golf thing... #Concordia UniversityWisconsinMensand Womensgolf #SeniorYear #Divot

Solas APPLIED

MARTIN LUTHER'S
LEGENDARY RESPONSE TO
LIFE'S BIG QUESTIONS

SOLA SCRIPTURA

By Rev. Dr. Brian German

Five hundred years ago this year the Lord used a friar named Martin Luther to transform the world. Luther wrestled with the same basic questions that all human beings face: How do we know what God has done to save us? How do we know what God expects of us? How do we gain access to God's grace? How can we be sure that our sins are forgiven and that we are saved? Martin Luther's revolutionary answers to these questions can be summed up by the three *solas*: Scripture alone, grace alone, and faith alone.

As we celebrate the 500th anniversary of the Lutheran Reformation with this issue of the *Concordian*, three members of the Concordia University Wisconsin family explain the meaning of these three *solas* and apply them to our lives. They will point us, of course, to salvation by grace through faith in Christ alone. To God alone be the glory!

Rev. Dr. Ron Mudge
Rouse Associate Professor of Pre-seminary Studies
Pre-seminary Director



Brian German ('07) is assistant professor of theology at Concordia University Wisconsin and director of the Concordia Bible Institute (www.concordiabible.org), a servant institute of CUW. He graduated from Concordia Theological Seminary in 2010. Photo by Jeffrey Phelps

Perhaps the most widely known *sola* of the Reformation is *sola scriptura*—“Scripture alone.” When Martin Luther saw that the Pope and councils of the

Roman Catholic Church were being elevated to a status equal, or even superior, to the Word of God, he and other reformers argued against this with the language of *sola scriptura*—the belief that Scripture alone holds the ultimate authority in the Christian Church. While traditions and councils can lead astray, Scripture cannot err, and, therefore, has the final say in one's faith and practice. As Luther put it, “Scripture alone is the true lord and master of all writings and doctrine on earth.”

I take great delight as a faculty member in how *sola scriptura* continues to impact the Concordia community. The university's core curriculum, for example, is designed for students to learn early in their programs about the content of Scripture (the Bible), what Scripture teaches about God and humanity (The Christian Faith), and how Scripture remains foundational in a particular facet of Christianity (a religion elective). I also marvel at the Lord's work among us when students share with me how Scripture gives them a greater knowledge of self, strengthens their faith, and relates to their everyday lives far more than they had imagined. While many years have passed since the 16th century, the Word of the Lord as the ultimate authority for our faith and life endures forever.

SOLA FIDE

By Jessica Bordeleau



Jessica Bordeleau ('00) works as a freelance ministry consultant, author, and media producer, and coordinates Lutheran Youth Fellowship for The Lutheran Church—Missouri Synod. She graduated from Concordia Seminary, St. Louis in 2003 with a Master of Arts in systematic theology.

“How do we get to Heaven?” This question has come up over and over again as I've served in youth ministry.

The majority of answers I've heard from children and teens point to the idea that “being good” is the key. They've learned that

performing and achieving gains acceptance from others. They apply that same concept to their relationship with God. The struggle to earn His approval and be justified to Him through hard work leads to a stressful frenzy of busyness or apathetic retreat. It's incredible to see the hope that lights their faces as we open Scripture and read about God's free gift of salvation given through faith in Christ.

The truth of *sola fide*—“faith alone”—is just as relevant and essential today as it was in 1537 when Martin Luther wrote: “... it is clear and certain that this faith alone justifies us. As St. Paul says, ‘For we hold that one is justified by faith apart from works of the law’ (Romans 3:28).”¹ At a time when the church looked to good deeds in order to earn a place in Heaven, reformers like Luther clung to Scripture's focus on faith in Christ.

The drive to earn approval isn't unique to teens. We all fight the battle to work hard enough and be good enough. That struggle ends in Jesus. The salvation and forgiveness He earned through His death and resurrection is applied to us through faith. Take a sigh of relief; we are justified in Christ through faith alone!

¹Smalcald Articles: Part 2, Article 1

SOLA GRATIA

By Rev. Todd Liefer



Todd Liefer ('07) is an associate pastor at Bethany Lutheran Church in Austin, Texas. He graduated from Concordia Seminary, St. Louis in 2011. Photo courtesy of Bethany Lutheran Church

Our world demands perfection. Typos have no place in ad campaigns. The accuracy of a doctor's diagnosis could be the difference between life and death. Anyone want to fly with a pilot who's “usually

pretty good”? Not a chance.

God demands perfection, too. At least that's how Luther felt. The fear of purgatory drove him to the confessional booth regularly to confess his many sins—one by one—or he would face eternal consequences. But salvation had already been given to him as a result of God's favor in Christ.

For Luther, everything changed with the phrase *sola gratia*—“grace alone.” Scripture showed Luther that salvation was a gift from Jesus, the perfect Son of God. Jesus freely gives grace—that is, forgiveness and eternal life—to all who believe in Him. No longer did Luther wonder if he'd earned his way into God's Kingdom. Salvation had already been given to him.

As a parish pastor, I don't expect the people in my congregation to be perfect (and vice versa!). Instead, I want my church to be what I saw at Concordia: a community that inspires its people to live *sola gratia*. What a blessing to walk beside faculty and peers who challenged me to live like Christ and who shared forgiveness with me when I failed to do so.

God's grace changes communities. I saw that at Concordia, and I see it in my congregation today. As a group of imperfect people, it's always a joy to gather and hear that our sin is no match for the grace of God. ■

"I THINK WE HAVE A VERY SIGNIFICANT VALUE PROPOSITION AT CONCORDIA. IT'S NOT JUST ABOUT PREPARING STUDENTS FOR JOBS; WE'RE PREPARING PEOPLE FOR LIVES OF SERVICE TO CHRIST. IN ORDER TO DO THAT, WE HAVE TO HAVE ATTRACTIVE PROGRAMS, AND BE NIMBLE AND THOUGHTFUL ABOUT NEW WAYS OF DOING THINGS."

—REV. PATRICK T. FERRY, PH.D.,
PRESIDENT



CONCORDIA'S ENTREPRENEURIAL SPIRIT

STARTUPS, PATENTS, ACCELERATORS, A THINK TANK ...
THERE'S AN INNOVATIVE ENERGY THAT'S UNITING
CONCORDIA UNIVERSITY WISCONSIN

Driven by their desire to create things that are useful and God-pleasing, students, alumni, and faculty are putting their vocations into action to advance their fields of study, and drive change in new and exciting ways.

By **Kali Thiel**,
University Affairs
Design by *Lindsay Taylor*

IN SYNC ON MEDICATION MANAGEMENT

It didn't take Brian Trinh, Pharm.D., MBA, ('16) long to figure out there's room for improvement in the way many pharmacies are administering medication.

A graduate of Concordia University Wisconsin's School of Pharmacy and Batterman School of Business, Trinh has spent the last two years serving hundreds of individuals, first as an intern and now in Alaska as an outpatient pharmacy manager for the U.S. Army.

In that time, a concerning theme became apparent to Trinh: Patients who are older or who have complex diseases quickly lose track of their medications and can provide pharmacists with little of the vital insight needed to properly care for them. And because Trinh, like most pharmacists, didn't have access to patients' health records, he said he often felt at a loss as to how he could more fully help.

"I have dealt with a number of patients that come to our window today, and they're still picking up upwards of 20 medications," Trinh said. "It's hard to help them manage that load if I don't have access to their health records. It makes no sense why the people who manage your medications don't have any idea what your last labs were or how you're doing on your disease management."

So Trinh decided to come up with a solution. Two years ago, he approached his School of Pharmacy professor, Dr. Christian Albano, with a cost-effective remedy for consumers and pharmacies alike.

The solution comes in the form of an app, called MedSync-RX, which would synchronize the medication pick-up schedule for patients with multiple prescriptions and integrate with the computerized medical records system already in place in hospitals. The app relies on patients to input their data. An algorithm then configures a fill schedule for pharmacists, allowing patients to collect their prescriptions with one trip every 30, 60, or 90 days.

There's a clear need for the product, says Albano. Currently, pharmacies have staff who are manually creating schedules or relying upon electronic spreadsheets.

"This technology can help structure pharmacists' workflow and increase the amount of time they can devote to patient care," Albano says. "This is not just helping individual patients, but decreasing overall costs and improving quality of care."

That's a concept that strikes a chord with Dr. Sharon Chappy, dean of Concordia's School of Nursing. Two years ago, around the time Albano and Trinh began their collaboration, Chappy was nurturing her own idea on how to



Associate Professor of Pharmacy Practice Dr. Christian Albano and Dean of Concordia's School of Nursing Dr. Sharon Chappy are part of a team that is developing an app to synchronize a patient's medication pick-up schedule. Photo by Ashley Kilgas



U.S. Army Capt. Brian Trinh, Pharm.D., MBA ('16)
Photo courtesy of Brian Trinh

allow hospitalized patients to have access to their electronic plan of care as a "safety check" to assure they were getting the right medication and having the correctly ordered tests and procedures. Not long after, Chappy joined the team, offering insights

from her 38 years as a registered nurse in the operating room, as well as an academic nurse researcher exploring safety issues affecting patients.

The trio began participating in entrepreneurial programs that promised startup coaching and prize money. Programs included the Wisconsin Economic Development Corporation's SBIR Advance

program, and I-Corps, part of the National Science Foundation's National Innovation Network—a gold standard for accelerating research ideas into the marketplace.

The MedSync-RX group also participated in two of Concordia's own accelerators: CU Launch, which is now in its third year, and the Concordia Medication Management Accelerator,* an inaugural effort that is the result of a partnership between Concordia's School of Pharmacy and Batterman School of Business.

The team has received more than \$5,000 through the competitions. The three innovators themselves have offered up the lion's share of the funding for the project—more than \$40,000.

After years of work, the group has reached a pivotal point in its product development process. Beta-testing stages are now underway, and the Minimal Viable Product is nearly complete. The innovators hope to do a soft launch soon.

They also recently signed on CUW Associate Professor of Computer Science Dr. Michael Litman as a partner. Litman brings more than

12 years of experience in software engineering, nearly 11 of those years as president and CEO of his own software development company that specializes in mobile application design and development for businesses.

"We talk a lot at Concordia about leading lives of service to Christ," said Chappy. "To me, this is one pragmatic way we can serve others, and I hope our students can be inspired to use their gifts and think about the ways they can pursue their own innovative approaches to service."

THE AMERICAN MEDICATION MANAGEMENT CONCERN

Data from the National Association of Chain Drug Stores highlights some of the concerns the MedSync-RX team aims to help address with their app:

- 80-85% of prescriptions are not refilled as prescribed
- 70-75% of prescriptions are not taken properly
- 34-52% of prescriptions are not picked up from a pharmacy
- 30-50% of prescriptions are not relayed to a pharmacy

*See sidebar on page 15 for a description.

UP AND RUNNING

Initiatives that promote innovative thinking and entrepreneurialism abound at CUW. Here are just a few of Concordia's recent efforts.

CU Launch

In its third year, Concordia's CU Launch initiative offers free business coaching to student and/or faculty teams with startup ideas. The nine-month program concludes with a live pitch event, with \$1,000 in seed funds offered to the top innovations. This year's culminating event will be in early December.

Healthcare Innovation Pitch (HIP)

In this Shark Tank-like event, leading health care innovator teams in Southeastern Wisconsin pitch their ideas to a panel of venture capitalist judges. The event is co-organized and sponsored by Bridge to Cures, with funds provided by Wisconsin Economic Development Corporation, along with Concordia and other partners. More than \$30,000 will be awarded to local entrepreneurs during the November 8 event in downtown Milwaukee.

Concordia Medication Management Accelerator (CMMA)

In May, Concordia's School of Pharmacy and Batterman School of Business, in partnership with The Dohmen Co., launched a health care innovation accelerator to address medication management for patients with chronic illnesses. The CMMA program will award more than \$50,000 to innovators with the best business plans for addressing comprehensive medication management for chronic conditions, such as diabetes, hypertension, and blood pressure.

Startup Week

November 5-11 is StartupMKE's second annual Startup Week, and Concordia is serving as a primary academic partner and sponsor for entrepreneurial activities occurring across Wisconsin. In addition to the HIP event and one of the CMMA collaborative events, the week will include nightly sessions at many of Concordia's learning centers.

Remediem eXchange (Rx)

A March 21 "Business of Healthcare Summit" at Concordia set the stage for the announcement of Remediem eXchange (Rx), a Concordia-led think tank meant to address crucial questions surrounding the nation's staggering health care costs. The 40-person consortium holds regular meetings and will play a leading role in organizing the HIP event.

Robert W. Plaster Free Enterprise Center

While a groundbreaking date has not yet been set, CUW leaders say construction on its new academic building, the Robert W. Plaster Free Enterprise Center, will begin sometime this academic year. Upon completion, the building will house Concordia's Batterman School of Business and serve as the central space on campus from which free market principles will be developed and advanced, and entrepreneurs will be mentored.

Entrepreneur-in-Residence

The Batterman School of Business has contracted well-known venture capitalist and startup advisor Loren Peterson to support Concordia's budding entrepreneurs. Peterson holds regular office hours, and lends his expertise to any Concordia student or faculty member looking to move their startup ideas forward.





Concordia's Batterman School of Business Dean Dr. Daniel Sem says nothing excites him more than seeing the entrepreneurial mindset sink in for others. Here he discusses some of the entrepreneurial initiatives available to a few of Concordia's business majors. Photo by Jeffrey Phelps

THE ENTREPRENEURIAL MINDSET

MedSync-RX is just one example of the innovation that is happening at Concordia University Wisconsin. In fact, in the last couple of years, a new kind of entrepreneurial energy has grabbed hold of the university, as evidenced by a variety of startups, initiatives, and events on the theme coming out of CUW.

"It's been sort of wired into our DNA to be an innovative place," says Concordia President Rev. Patrick T. Ferry, Ph.D. "It's something that I inherited when I stepped into my role as president, and it's been a really good thing

for us in terms of allowing us to advance our mission in strategic ways."

In order for this energy to exist, Ferry says Concordia must foster a culture that respects the delicate tension between out-of-the-box thinking and procedure; disruption and order.

"There's obviously a need for organization and stabilization, but the right balance is really critical to make sure everything is done in the right way, so as not to be complacent," Ferry says. "I think we have a very significant value proposition at Concordia. It's not just about preparing students for jobs; we're preparing

people for lives of service to Christ. In order to do that, we have to have attractive programs, and be nimble and thoughtful about new ways of doing things."

The man who is newly responsible for ensuring that Concordia is thoughtful about those new ways of doing things, while remaining faithful to its mission, is Dr. Bernard Bull, Concordia's assistant vice president of academics for continuing and distance education. In his added role as Concordia's chief innovation officer—a title he took on last October—Bull champions mission-minded

and results-oriented innovation that supports strategic and emerging academic opportunities at the university.

"We already have a group of deans who are incredibly entrepreneurial and who promote entrepreneurialism within their academic schools, as well as with other programs," Bull says. "The next step for us to take is to add a system that helps us get the most out of all of those efforts."

Among the deans who are pushing the innovative envelope in order to offer the highest-value Christian learning experience

at Concordia is Dr. Daniel Sem, who stepped into the role of dean of Concordia's Batterman School of Business in July 2015. During his time at Concordia, Sem has connected multiple Concordians—including Chappy with Albano and Trinh—and incited enthusiasm for entrepreneurialism in even more individuals.

"I think it's best to learn business by doing it, and the entrepreneurial approach is a way for students to apply what they're learning in the classroom," Sem said. "Even if students aren't looking to start their own business, it's about teaching the entrepreneurial mindset: how to be creative and think outside of the box, how to problem-solve."

Born and raised in Milwaukee, Sem stepped away from the Midwest in 1993 to pursue adventure in the state that boasts more startups than anywhere else in the world: California. After working five years as a research scientist, Sem left his job to devote his full time and energy to his own startup idea. He even convinced his boss to leave a six-figure salary to join in the endeavor.

Together, they founded Triad Therapeutics, Inc., a biotechnology company that specialized in research and development focused on leveraging information from the newly sequenced human genome to accelerate targeted drug discovery and development, with initial focus on inflammatory diseases, like arthritis.

Sem recalls the fear that settled in as they poured their savings into the project, and the exhilaration that took hold when the company secured venture capital financing and started to grow. By 1999, Triad Therapeutics had raised \$12.5 million in venture capital funding, and in 2001 *Drug Discovery Today* named the company among the top 10 biotech startups in the nation.

"That got me enthused and exposed to what entrepreneurship really is," Sem said. "It's fun to be part of the ecosystem that's now building that culture in Wisconsin."

After returning to his home state in 2002, Sem continued his entrepreneurial pursuits and founded three more startups. To date, he has four startups to his name and holds 10 issued—and many more pending—patents.

Now Sem is part of the ecosystem of administrators, faculty, and staff who are fostering that spirit at Concordia. And Sem says he can't wait to see even more Concordians embrace the entrepreneur in themselves.

"It's like a drug for me to see that entrepreneurial mindset sink in for other people," Sem said. "I think it taps into something special inside of people. It's like watching someone find a new way of seeing the world." ■

BRIGHT IDEAS

Entrepreneurial thinking runs the gamut at Concordia. Undergraduates, faculty, and alumni representing programs in more than half of CUW's six academic schools are making good on their inspired ideas.



Tones for Life, LLC

Olivia Beaudoin, a freshman music therapy major and business minor, took second place in last

year's CU Launch and has also participated in iCorp with her startup idea, Tones for Life. The venture aims to expand the use of music therapy, and encourage service businesses and organizations (dental offices, hospitals, yoga studios, etc.) to utilize certain frequencies to promote health and overall wellbeing.



Microlitics, LLC

Concordia signed a license agreement with the faculty-led diagnostic

firm for its core technology that holds promises for better and safer medication therapy management. Microlitics' proprietary diagnostic test enables personalization of drug treatments based on a patient's phenotypic makeup. The technology was developed in Concordia's School of Pharmacy research laboratories by Drs. Joe McGraw (pictured right) and Armin Gerhardt (not pictured).



Murdy Global, LLC

Before graduating in May 2017 as a quadruple major from Concordia's Batterman School

of Business, Colin Murdy formed Murdy Global, LLC. His latest company endeavor involves a novel method of applying stock analysis to better take into account the inter-week micro trending. The innovation capitalizes on the new commission-less trading platforms that have recently become popular in the financial-technology world. Murdy now serves as an adjunct faculty member for CUW.



OLYMPIC-LEVEL DESIGN

By Kali Thiel, University Affairs
 Photography by Rachel Ferguson and Jeffrey Phelps

When the Pettit National Ice Center's head of marketing charged Raquel Goutierez ('18) and her classmates to create a banner design worthy of the host site for the 2018 U.S. Olympic Speedskating Trials, Goutierez wasn't sure she wanted to participate.

A graphic design major and marketing minor at Concordia University Wisconsin, Goutierez said she was uncertain whether her skills would hold up next to students from one of the top graphic design schools in the nation.

Imagine her surprise when her design was selected out of a pool of about 30 contenders from the Milwaukee Institute of Art & Design (MIAD).

"I really wasn't thinking I was going to win," Goutierez said. "Everyone in my MIAD class was so talented, but I'm really honored and excited by it."

Through Concordia's collaborative degree program with MIAD, Goutierez spent her fall 2016 semester regularly commuting to

A graphic design major provides the backdrop for the nation's best speedskaters

the downtown Milwaukee campus to attend classes. It was her MIAD Identity Design class that Kevin Butler, Pettit Center director of marketing, approached with the request for an outstanding design.

"Raquel has been a real pleasure to work with," said Butler. "We could have chosen to outsource this project and hire a professional company, but we liked the idea of supporting a growing artist. Raquel's talent did not disappoint."

Olympic hopefuls practice for the 2018 U.S. Olympic Speedskating Trials at the Pettit National Ice Center.

Goutierez's work was installed in July, part of a bevy of upgrades the Pettit Center underwent in preparation for the Olympic Trials, which will take place there in January 2018. She also landed an internship with the Pettit Center and had the privilege of offering a design idea for the Olympic Trial tickets.

Concordia's emphasis on service, its size, and its location—rural, but still close to Milwaukee—were selling points for Goutierez when she was looking for universities to attend.

The fact that she's been able to jumpstart her career through the Pettit Center opportunities has been icing on the cake.

"I wouldn't have had this opportunity without MIAD," Goutierez said, "but I wouldn't have traded all that I love about Concordia for anything." ■



Raquel Goutierez designed eight banners that now hang in the host site of the 2018 U.S. Olympic Speedskating Trials. Each banner measures 16 feet tall by 56 feet wide.

Raising Solomona

A faithful son follows in his father's footsteps to share Christ to the nations

By **Lisa Liljgren**, *University Affairs*
Photography by *Jeffrey Phelps*

It's fitting that Solomona Rakotonirina keeps a passage from 1 Timothy in his wallet. As the reserved son of the extroverted president of one of the fastest-growing Lutheran churches in the world, Solomona, a watchful student of all those who have been put in his path to mentor him, is preparing to step into his own calling as a global church leader.

At just 5 feet 4 inches tall, Solomona, a pre-seminary and business student at Concordia University Wisconsin, doesn't have the commanding presence that some natural-born leaders rely upon. Instead, it's his humility; grace; and big, toothy grin that make him all the more appealing to the multitudes of people within the Lutheran Church who have rallied behind him.

As Concordia's only international pre-sem student, the Madagascar native is preparing himself for evangelistic impact abroad. He's received help along the way from various individuals and groups that all share a hope in him as a future church leader who will potentially impact millions.

"Solomona is a catalyst for different people and groups to come together to prepare the next generation globally," said Dr. David Birner, executive director of Concordia's Office of International Students.

Solomona's father, Rev. Dr. David Rakotonirina, is the presiding bishop/president of the Malagasy Lutheran Church, which currently has nearly 4 million members. In recognition of the church's rapid growth, influential people from all over the world visit Madagascar and meet with Rev. Rakotonirina. Growing up, Solomona often sat alongside his father, sometimes to translate, sometimes to chauffeur distinguished guests; always to learn from his elders.

Among the visitors were Rev. Dr. Matthew Harrison, president of The Lutheran Church—Missouri Synod, and Rev. Dr. Kevin Voss, executive director of the Concordia Center for Bioethics and associate professor of philosophy at Concordia. Both men would eventually lead Solomona to CUW, where he

would begin his journey to seminary.

The budding international theologian credits Harrison—whom Solomona calls "one of my biggest influences"—for steering him toward CUW.

"Solomona is a great young man," Harrison said. "It is vital for the future proclamation of the pure Gospel that the LCMS use its educational treasures, like CUW, to help train future leaders of global Lutheranism."

While President Harrison's influence was certainly persuasive, the Concordia seeds were planted years earlier when Voss went to visit Solomona's church on a mission trip through the Fort Wayne seminary, where he was educating members of the Malagasy Church about HIV prevention.

Voss recalls that Solomona and his family were living in the church where Voss and the others on the trip rested in between mission activities. "I remember that he was always there beside us, observing," Voss said. "He was clearly interested in theology and seemed eager to learn from our conversations. So I told him about Concordia. His dad was so proud of him. He would say, 'Here's my son; he will be a pastor, too.'"

Years later, after a grueling three-day flight, Solomona arrived at CUW exhausted, hungry, and far away from those who raised him. But God continued to put mentors in his path.

Solomona has an astonishing list of individual champions, organizations, and congregations that eagerly support him at Concordia. In addition to the Luther Promise, Concordia's generous institutionally funded tuition guarantee for students connected to the Lutheran Church, Solomona's education is made financially possible through the support of five individuals, two congregations, and two organizations. That doesn't include the countless faculty and staff who host him for holidays and family dinners; the local congregation members who drive him to church; nor the LCMS missionary who offered up his personal bank account to make Solomona's student visa possible.

For some, the show of support might be a heavy burden; for Solomona, it's simply living out a calling that God has placed on his heart.

"It's just amazing to think about all of the people who have helped me; who continue to help me," Solomona said. "I won't be able to repay any of them. I can only do my best to honor God, proclaim His Words faithfully, and serve people with love."

Upon graduation in 2019, Solomona hopes to attend an LCMS seminary, just like his father. He looks forward to the day when he can return to Madagascar and work alongside his father to minister to the Malagasy people and help share the Gospel.

Like Timothy, who is often recognized as an inspiration to his generation, Solomona is a devout Christian, a dutiful student, and a faithful son who is preparing to make his mark in the world in accordance with God's plan.

To learn more about opportunities to support Concordia students like Solomona, please visit www.cuw.edu/donate. ■



"Let no man despise thy youth; but be thou an example of the believers, in word, in conversation, in charity, in spirit, in faith, in purity."

—1 Timothy 4:12



Left: Dr. Demond Means, the new superintendent of schools for Clarke County, Georgia, leaves behind a legacy of championing equity in schools in Wisconsin.

Below: Concordia's Senior Vice President of University Affairs Gretchen Jameson meets up with alumnus Dr. Demond Means earlier this summer on his old stomping grounds in urban Milwaukee.



Alumni Chat

With Dr. Demond Means ('94), superintendent of schools in Georgia

By **Gretchen Jameson**, Senior Vice President of University Affairs
 Photography by Jeffrey Phelps

Columnist's note: Our mission to develop students in mind, body, and spirit for lives of service to Christ is not complete until Concordians go out and do just that. It is a mission that we instill and nurture in every student, across every degree program. And through the work of more than 31,000 living alumni, Concordia University daily makes its global mission impact. This column is an opportunity to celebrate a few snapshots of the diverse lives our graduates are blessed to lead.

I sit on a weathered green wooden bench on the sidelines of the basketball courts in Sherman Park, on the urban northwest side of Milwaukee. I'm here to meet Dr. Demond Means, a 1994 CUW graduate who has invested more than a decade as a catalyst for Milwaukee public education; nine of those years as superintendent of the Mequon-Thiensville School District. And he grew up in Sherman Park.

Over the years, Demond has advocated for the integration of schools and led efforts to close achievement gaps. A co-founder of the Closing the Achievement Gap Consortium (2012), he helped grow CAGC—of which CUW is the only higher education partner—to an impressive network of 26 public, private, parochial, and choice schools and school systems across Wisconsin. Together, these schools are changing radically disproportionate academic achievement among diverse student groups, especially students of color.

But today is one of Demond's last mornings in Wisconsin because he begins a new chapter as superintendent of schools in Clarke County, Georgia. So we dive right in. After all, there's plenty of ground to cover when it comes to a

conversation about American education, the role leaders must play in its transformation, and Concordia's unique role in preparing those leaders.

Education sits squarely at the center of the world's greatest challenges. Educators like Demond, shaped by their Concordia experiences, are champions for the solutions that education provides. Concordia nurtures their perspectives and worldviews, and, by extension, their approaches to creating impact in their future classrooms and communities.

"The school an individual selects impacts his foundational approach to professional work," Demond explains. "The belief system of the school influences your perspective as to why you engage in the work professionally. Concordia's belief system of service—making the world a better place for others, and ensuring that your actions reflect your character as a person and believer—was instilled in me while attending CUW."

A man of deep faith, Demond achieved his baccalaureate degree from Concordia's School of Education. While the majority of students that Concordia educates are those studying for careers as Lutheran educators, developing

Christian servant leaders to impact students and families in as many contexts as possible is also our mission. As a result, CUW is a leading provider of graduate education for parochial, private, and public educators statewide. More than 85 Wisconsin public school districts are part of CUW's Preferred Education Partnership, or PEP, program. Teachers and administrators in those schools benefit from access to additional resources, information, training, and tuition discounts similar to those extended to Lutheran school teachers.

"While I was not trained as a church worker, I was in classes with church workers, and the teachings impacted me," Demond reflects. "Serving others and having a higher purpose for my professional work has been critical to me because of my time at Concordia. The teachings of uplifting others is paramount to my work as a superintendent."

And now he uses that experience to make a difference in the lives of almost 12,000 students who are educated in Clarke County, Georgia. In so doing, Demond continues to achieve Concordia's mission: service to Christ—in the Church, certainly; throughout the world, absolutely. Godspeed, Demond. ■

"Serving others and having a higher purpose for my professional work has been critical to me because of my time at Concordia."

—Dr. Demond Means

Stay Connected with Concordia

In order for you to stay connected and be informed of your alumni benefits and news, please take a moment to update your preferred email address, current address, and phone numbers at www.cuw.edu/alumniupdates. By doing so, you will receive our alumni e-newsletter that is brimming with opportunities for you to connect with other alumni, mentor students, network, be a classroom presenter, volunteer to help others, and live out the Concordia mission.

Those who respond by October 31 will be entered in a drawing to receive a \$100 gift certificate for Amazon.

In addition, if you do not have an active profile on www.CUWConnect.com, now is the time to create one. This platform was designed especially for you—our alumni—to connect with one another and your alma mater.

Many thanks, and blessings to you and your family.

—CUW Alumni Relations

AlumNotes

2000s

Achievements

Alicia (Lissa) Marth ('11) received the Exemplary Community Service Award in November 2016 from the Village of Ashwaubenon and Ashwaubenon School District (Wisconsin). A June 26 article published in *The Business News* featured her for her volunteer work over the past decade in Ashwaubenon.



Rosalyn McFarland ('08, '11) opened a new office as an independent practitioner in the Thiensville, Wisconsin, area. She has been a board certified family nurse practitioner for nine years and a registered nurse for 14.

Gavin Mize ('07) graduated from Concordia Theological Seminary with his Master of Divinity degree and was ordained into the Office of the Holy Ministry in 2011. He is currently working on his dissertation concerning teaching Catechetical Aesthetics in the Doctor of Ministry program at Concordia Theological Seminary. Gavin married in 2015 and his first child was born in 2016.



Greg Truew ('03) was installed as the senior pastor at Trinity Lutheran Church in Cole Camp, Missouri, on April 2, 2017. He and his wife, **Jamie (Piepenbrink) Truew** ('02), and their five children recently moved to Cole Camp from Jackson, Tennessee.



Erin Albert ('01) co-authored and released a book, *The S(He) Says Guide to Mentoring*, with the former dean of Concordia University Wisconsin's School of Business Administration, Dr. David Borst.

David Beyer ('01) has finished his 15th season with the Miami Heat. He is currently the director of basketball operations for the Heat and the assistant general manager for the Sioux Falls Skyforce. David and his wife have three children.



Marriages

1 **Andrea (Mizanskey) Sias** ('15) and **William Sias** ('14) were married on September 3, 2016. Andrea is currently working as an RN in the ICU, and Billy works in

management for a retail hockey store. The couple resides in Lockport, Illinois.

Sarah Newton ('14) was married on July 2, 2016 and graduated from Concordia Seminary on May 19, 2017 with an M.A. in Spiritual Care.



2 **Maxine Blohowiak** ('14) and **Kevin Gries** ('12) were married on December 30, 2016 in Green Bay, Wisconsin.

Welcome

3 **Nathaniel Konkel** ('16) and Hannah Griffiths have been married for one year and welcomed their first child, Karla Hannah Konkel, on July 6, 2017.

4 **Sarah (Raasch) Danielson** ('09) and **Dr. Patrick Danielson** ('09, '12) were blessed with a baby girl, Ann Elizabeth, on April 6, 2016. The family resides in Simpsonville, South Carolina, where Sarah is senior accountant for Kentwool and Patrick is a physical therapist.

5 **Julie (Normann) Carbon** ('09) and her husband, Jason, welcomed their first child, Finn Fox Carbon, on May 8, 2017.

Share your milestones with us! To submit an AlumNote, email alumni@cuw.edu with a high-resolution photo, if possible.

1990s

Achievements



Mary Dowell ('96) is the principal of MJ Dowell & Associates. Prior to starting her own company, Mary worked for over 20 years in

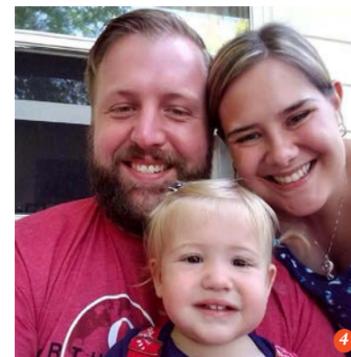
Fortune 100 and 500 companies as a community relations and HR executive. She recently authored her book, *Playing Through the Fence*.

Michael Yurk ('92, '07) was named a 2017 National Distinguished Principal by the National Association of Elementary School Principals. He is principal of St. Paul Lutheran School in Grafton, Wisconsin.

1960s

Achievements

Joel Heck ('66, '68) released his fourteenth book with Concordia Publishing House titled *From Atheism to Christianity: The Story of C. S. Lewis*.



Advancing the Mission



After I finish showing someone around campus or talking to them about our students and programs, and they ask "How can I help?" it brings me great joy. When people hear about all God is doing within our campus community they are moved to be a part of it. They recognize that we are working for a greater purpose of preparing our students for lives of service to Christ in the Church and the world.

So what's the answer? How can someone help Concordia continue to extend its mission to an increasing number of students? And perhaps most importantly, how can YOU be part of this mission?

Allow me to invite you to join us in *A Greater Purpose*, a campaign for Concordia University Wisconsin. This visionary campaign will provide the necessary funding that will carry the university into the next decade and beyond. Through this campaign, we will be able to address some of the most critical needs of our campus, as well as seize opportunities that God is creating.

Central to this campaign are some of the most pressing issues of our day, including health care, business, and the business of health care. Through innovation, entrepreneurship, and collaboration, Concordia students are and will be equipped to impact the world because they recognize that God has created them for a greater purpose.

In addition to gaining the skills of business and health care, CUW students will build on the solid foundation of Christian ethics and values that make them exceptional in the marketplace. An excellent education built on a solid foundation is the perfect formula for developing men and women with a greater purpose.

If helping to prepare students for *A Greater Purpose* inspires you, please contact me anytime at 262-243-4533, or visit www.cuw.edu/give.

REV. DR. ROY PETERSON
Vice President of Advancement

Gifted by Grace, Prepared for His Purpose

“For by grace you have been saved through faith. And this is not your own doing; it is the gift of God, not a result of works, so that no one may boast. For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand, that we should walk in them.” —Ephesians 2:8-10

I was on vacation and at Barnes & Noble (in my world, those are two wonderful things combined), when I realized I had a gift card that I had forgotten about in my day planner, wasn't sure of the amount, and rejoiced when the cashier said it was for \$100 and had the full amount on it. It more than covered my purchases. One of my gracious family members had given it to me last Christmas.

Some people don't like gift cards. They feel that they're impersonal gifts, given with little thought when someone doesn't take the time to shop for something more specific. That's certainly true in some cases.

But other times, I think a gift card is given with the intent of being used at just the right time in the future. Perhaps the giver envisions an occasion when the recipient can rejoice in the gift in a fresh and new way, and use it in total joy.

Maybe there's a bit of that dynamic in the familiar passage above. Our student campus ministry leaders chose this as the verse for this special 500th anniversary of the Reformation. It's very apropos. Faith Alone. Grace Alone. Christ Alone.

The two-part headline reminds us that our forgiveness and salvation is all by God's grace and all gift. It's not as simplistic as a gift card but certainly something we received by grace as a gift of love. But the second part is as wonderful as the first. God's grace envisioned occasions in our lives—prepared beforehand by Him—that we're able to experience His gifts fresh and for another time ... like a bookstore on vacation. Or even more wonderfully, in an overtly faith-filled experience. We pray that you, along with us on campus, will experience a year of realizing that we are “Gifted by Grace, Prepared for His Purpose.”

REV. STEVE SMITH
Campus Pastor



Then



&



Now

Concordian

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Above
Then: Concordia's first coed class, the Class of 1967, during commencement on the old Milwaukee campus. *Photo courtesy of CUW archives*

Now: The Class of 1967 reunites 50 years later during commencement weekend, May 2017. *Photography by Rachel Ferguson*

WE'D LOVE TO SEE YOU!

Want to explore your options? Visit Days are a great way to step into life at CUW for a day. Interact with current students, professors, coaches, and our amazing Admission team; you'll have a day full of friendly Concordia faces.

VISIT DAYS

- September 30
- October 14
- October 28
- November 10

JUNIOR DAYS

- March 23
- April 13

CUW offers a variety of other visit options, including personalized visits, overnights, and more. For a full list of options, or to register for an event, check out www.cuw.edu/visit.

