

Concordian

THE MAGAZINE OF CONCORDIA UNIVERSITY WISCONSIN

THE UNCOMMON THREAD

Gifted by grace, Concordians
are transforming the ordinary
into the extraordinary

SPRING/SUMMER 2018

Concordian CONTENTS

SPRING/SUMMER 2018

Features

10

An American Dream come true

Two young international alumni bring their home flavor to Milwaukee.



On the bluff

5

In the swing of victory

Women's tennis serves up a winning streak.



In the world

22

Hard work and help along the way

A class assignment propels an alumnus to his dream career in the NBA.



12

Live Uncommon

God's transformative grace brings meaning to the everyday and sets Concordians apart for life.



18

Minding the gap

Concordia closes in on Wisconsin's academic achievement disparities.



Transcending the ordinary

There is something quite different about Concordia University. Of course, we are proud of our academic excellence, outstanding faculty, impressive array of co-curricular experiences, and our accomplished alumni who make meaningful contributions to the world. But other institutions do those things similarly well. In fact, to the casual observer, what we do seems fairly common in the field of higher education. What sets us apart, what makes us uncommon, is that our ordinary university is attached to the Word of God and connected to His promises.

Common that is uncommon. This is a theme the Church well understands.

While everyday onlookers may observe the gifts of Word and Sacrament and be very little impressed, to those who by faith believe, these means of grace convey something remarkable. For it is "by grace you have been saved through faith," and the gift of God has been given to us in Christ Jesus. When the Promise, the Incarnate Word of God is attached, the common becomes uncommon. So, too, our good Father gives to us His grace through ordinary, down-to-earth means with transcendent and divine effect. Regular tap water splashed atop a forehead, a taste of common bread and a sip of common wine consumed in the usual way; there is nothing uncommon about those things. Yet when the Word is attached to these ordinary elements, the gift of grace given becomes, in a word, uncommon.

It is the promise of God in Jesus Christ, Himself the Word made flesh, that transforms each day into something special. What is true for us collectively at CUW is true for each student who walks through our doors. We are "gifted by grace and prepared for a purpose." The promise of God's grace in our lives brings hope for the ever after and meaning to the everyday. It is what makes Concordia University uncommon.

Concordia University. Live Uncommon.

REV. PATRICK T. FERRY, PhD
President

Homegrown servant

Blessed by his own CUW experience, Doug Bender is now mentoring other Concordians

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

As an undergraduate student at Concordia University Wisconsin, Doug Bender was no stranger to taking on leadership roles. Bender ('10) maintained a



The Concordia community welcomed Doug Bender last fall to his new role of associate campus pastor.

fairly packed schedule of campus ministry involvement and other extracurricular activities.

However, as CUW's new associate campus pastor, he's now gladly taking a back seat to

a new generation of CUW student leaders—and so far, he's thoroughly enjoying the ride.

"It has been amazing to see the capacity for leadership that our students have," says Bender. "Concordia blessed me so much as a student, and I'm excited now to be the person who affords that same opportunity to others."

Bender officially

began his role on Oct. 30, 2017 and was installed just a few weeks later. In his new position, he oversees the efforts of Concordia's praise band, The Haven; plays an integral role in B.U.I.L.D., a ministry for men at Concordia; and participates in planning and organizing CUW's annual student mission trips. He also regularly preaches at the various worship opportunities Concordia offers students and mentors students as they stretch their leadership muscles.

Prior to Bender, Deaconess Kim Bueltmann served as an integral part of the campus ministry staff at CUW. She accepted a call last summer as an LCMS career missionary.

Prior to Concordia, Bender served for three years as associate pastor of youth and families at St. Paul's Lutheran Church in Decatur, Illinois. He's married to Michelle (Russell) Bender ('13), and they have a young daughter, Elinor.

For the future of the Church

Scholarship fundraising campaign helps pre-seminary students

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

Concordia University Wisconsin is taking steps to respond to the Lutheran Church's pastor shortage by easing the financial burden for pre-seminary students and actively encouraging more teens to explore the pastoral ministry.

In November, Concordia exceeded its unique fundraising initiative called "17 in '17." Launched last April, 17 in '17 set out to raise \$17,000 in the year 2017 for 17 CUW students who are studying to become pastors. The money raised provides financial support for pre-seminary students and can be added to other financial assistance received—like the institutionally funded Luther Scholar Guarantee, which promises pre-seminary students \$20,000 each year for up to four years.

The 17 in '17 initiative also aimed to enroll 17 new pre-seminary candidates within a year.

Last summer, Concordia met this goal, as well, when 17 incoming or transfer students entered the pre-seminary program in 2017.

To help with recruitment, CUW hosted the inaugural Servants of Christ Conference in July, which gave students in grades 9-12 a glimpse of what life on Concordia's campus is like and aimed to equip participants to live as servants of Christ in today's world. Concordia extended this effort by hosting a fall Servants of Christ Seminar, a pared-down one-day event geared toward students in grades 5-8.

Those interested in supporting pre-seminary students at CUW may still donate to 17 in '17 at crowdrise.com/concordiauniversityw1. Any incoming donations will continue to support future pre-seminary students.

To learn more about financial aid opportunities for pre-seminary students, email

Rev. Dr. Ron Mudge, rouse associate professor of pre-seminary studies, at ronald.mudge@cuw.edu.

This year's Servants of Christ Conference will be July 29-30. Check Concordia's Upcoming Events page at cuw.edu/events for details.



Rev. Dr. Ron Mudge talks with two pre-seminary students, Logan Briscoe and Luke Otten, after daily chapel.

In the swing of victory

CUW's tennis programs continue to make school history

By **Rachel Ferguson**, *University Affairs*

Twenty-eight might not seem to be a significant number. But for the Concordia University Wisconsin women's tennis team, 28 marks an impressive accomplishment: the number of consecutive games the talented team has won against NACC opponents.

This winning streak has led the program's 10 tennis aficionados to three seasons of undefeated conference matches and three conference titles, and places them in the record books alongside the longstanding success of the CUW men's tennis program.

Since the women's last NACC loss more than three years ago, the Falcons have outscored NACC foes by 232-20. For the Falcon student-athletes, it has been both quite the journey and culmination of personal accomplishments.

Students, like senior Hannah Tresseder, have played an integral role in the team's successes year after year. Tresseder has been named All-NACC in singles and doubles each year, and has accumulated over 100 career victories. In her third year, Bailey Kelly has also been a rising star for the Falcons. Kelly has not been beaten in singles play against NACC competitors for the past three seasons, resulting in a staggering 28-0 conference record. Teammates Ashley Solberg, Elizabeth Carroll, Emma Sievers, and Rebekah Spiegelhoff have also played key roles as undefeated players in the 2017-18 season.

On May 6, the women will play for their third straight championship at the NACC Tournament. According to men's and women's head coach Steve Anschutz ('10), the tournament is a piece of a larger picture.

"The success of the tennis program over the past few years is because of the culture we have been able to build here," Anschutz says. "We have the right student-athletes with the right attitudes and character that have allowed us, as coaches, to push our players and the program as a whole past all personal, school, and conference expectations."

Over the past two decades, the men's team has consistently been surpassing expectations, as well. Since 1998, they've won 15 conference titles, with an 11-year winning streak from 1998 to 2008. They also boast a 90.8 winning percentage (108-11) in conference play. Even



Senior Elizabeth Carroll is victorious over Lakeland University to maintain her undefeated 2017-18 record. Photography by Hannah Whiting



The CUW women's tennis team remains undefeated after three seasons. Photography by Steve Schauer

though the title eluded them from 2014 to 2016, they tied for season champions last year.

In 2017, they became the first men's tennis program in NACC history to place three doubles teams on the All-NACC list. They are again favored to win this spring season, thanks to standouts like Brad Guendel, named to All-NACC Doubles Team in the 2017 season, as

well as Gabe Binversie and Ceejay Schaffner, who were each named to the All-NACC Singles Team and Doubles Team in 2017.

"I am proud of our success," says Anschutz. "I'm even more proud of how far our student-athletes have come and how they continue to grow even after they leave our pastures."

Engaged in Lutheran education

New heads of admissions remain steadfast to lifelong Lutheran learning

By Kali Thiel, *University Affairs*

Concordia University Wisconsin has put in place a new approach to admissions and with it, the university continues its commitment to its closest constituents: the students and families of the Lutheran Church.

Last November Concordia announced a change in leadership and reporting structure that takes a more cohesive approach to the spectrum of student success, from prospective to alumni. As part of the change—which took effect Jan. 1, 2018—longtime leader Dr. William Cario stepped into the newly created position of provost and chief academic officer, and Dr. Michael Uden went from dean of the School of Education to vice provost of student enrollment and engagement. Concordia also promoted Dr. Bernard Bull to vice provost of curriculum and academic innovation and Dr. Leah Dvorak to vice provost of faculty affairs.

Less than two months into the change, the new faces of Concordia's Office of Admissions set out to demonstrate their commitment to Lutheran education in a visible way. Uden, along with newly appointed Assistant Vice President of Admissions Robert Nowak, struck out on a visiting tour of Lutheran high schools to affirm, in person, Concordia's desire to partner with them for the sake of the Kingdom.

Over the course of six weeks, the two visited nine Lutheran schools in the Milwaukee area, and they continue to fill their schedules with in-person visits.

"People today are questioning the value of a college education, particularly a faith-based one," Uden says. "We are committed to ensure that Concordia not only survives, but thrives; and the high schools within our Lutheran system are the places we start."

Concordia has demonstrated its commitment to Lutheran education in various ways over the years. The university continues to offer its Luther Promise initiative, an institutionally funded guarantee that provides qualifying undergraduate students up to \$20,000 annually. All students who attend a Lutheran high school automatically qualify for the financial assistance.



Vice Provost of Curriculum and Engagement Dr. Michael Uden (left) and Assistant Vice President of Admissions Robert Nowak pay a visit to Sheboygan Area Lutheran High School.

Additionally, through its Concordia Promise initiative, the university partners with more than 35 Lutheran high schools nationwide to offer reduced-rate, dual-credit courses. Students who decide to enroll at CUW or CUAA are then eligible to receive an additional scholarship that could equal the amount they paid for their dual-credit classes.

Learn more about Concordia's admissions efforts at cuw.edu/admissions.

Someone to call upon

New lab on CUW campus contributes to rural health care via telepharmacy

By Kali Thiel, *University Affairs*

Concordia University Wisconsin's School of Pharmacy is helping students gain valuable experience in the rapidly advancing practice of telehealth—telepharmacy, in particular—through a partnership with Marshfield Clinic Health System.

At the start of the semester, Concordia began its first telepharmacy rotation in a newly designated lab space on campus called the Concordia University School of Pharmacy and Marshfield Clinic Health System Center for Population Health. Fourth-year pharmacy

students who select and match with the six-week rotation connect with MCHS patients via phone to collect patient health information. A CUW faculty member then works with the student to review and send physicians or providers recommendations on medication adjustments before the patient's next appointment. Students also contribute to Marshfield's drug information service by helping to research questions from prescribers and medical support staff in an effort to help serve patient care needs and promote population health.

The telepharmacy patient care services tend to focus on individuals in rural communities, says James Lokken, PharmD, MS, MEd, assistant professor of pharmacy practice at CUW.

"It's an important population to support because there's often limited access to the type of health care that will keep them safe and out of the hospital," Lokken says. "I think that any time you have the opportunity to address a health disparity like that, it's an incredibly worthwhile venture."

A picture of health

In its early stages, CUW's physician assistant program sees great success

By Kali Thiel, *University Affairs*

Photography by Rachel Ferguson

Five years after its launch and with three cohorts of graduates successfully in the field, the physician assistant (PA) program at Concordia University Wisconsin is hitting its stride. From fresh leadership and a new learning space to record-breaking test scores and an ever-broadening reach, the past couple of years have had their share of celebratory moments for Concordia's graduate-level program.

Last year the students who completed CUW's 26-month Master of Science in Physician Assistant program achieved a 100-percent pass rate on the national certifying exam required for all PAs to practice in the field. The accomplishment was a first in CUW history and a significant achievement for a relatively new program.

The 2017 graduating class also continued Concordia's 100-percent placement record, with graduates earning jobs at major medical organizations, including Aurora Health Care, Mayo Clinic, and Children's Hospital of Wisconsin.

Just years into their positions, CUW graduates are excelling in their professions and receiving placements in specialized fields at well-known hospitals; like Greg Schalla ('17), who landed a residency in the ICU at internationally renowned The Johns Hopkins Hospital, or Elliot Cain ('16), who was among a team of medical professionals at Aurora St. Luke's Medical Center to successfully complete the hospital's 900th heart transplant last November.

"We have incredible alumni who are doing extraordinary work all over the country, and I'm continually amazed at their commitment to service despite their busy schedules," says Jacqueline Kazik, MA, PA-C, who stepped into the role of program director last summer.

With each passing year, the department seeks to expand its reach and reputation more and more.

CUW PAs—including cohorts through this year's graduating class—will have completed rotations in 30 states throughout the nation, among them Oregon and Alaska, and in multiple countries abroad. In 2017 alone, more than 800 applicants throughout the U.S.



PA Director Jackie Kazik (center) oversees students Lanie Rudie and Rebecca Doppler as they practice eye exams in CUW's new health professions lab.

applied for admission into the program capped at 30 students.

Current students in the program were among the first to reap the benefits of a newly renovated lab space on campus. Located in the Health Professions wing, the new lab boasts 15 patient exam tables and resembles a small clinical environment. Concordia's physical therapy and occupational therapy programs share the lab.

"The future of the PA program at CUW is very bright," Kazik says. "We're continuing to meet the needs of our learners so that we can continue to build on our reputation as a nationally sought-after program that is fulfilling the need for compassionate, patient-centered care."



Elliot Cain ('16) helped with the 900th heart transplant at Aurora St. Luke's, whose heart transplant team is ranked among the best in the nation in patient outcomes and volumes.

Campus News

Difference maker

A Concordia professor gains recognition for his service and career accomplishments

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

Dr. Kenneth Harris, Jr. will be the first to admit that a career in law enforcement isn't for everyone.

In fact, Harris, who retired in May 2017 as lieutenant with the Milwaukee Police Department after 24 years on the force, resisted the profession for years, even though some of his most formative mentors growing up were law enforcement officers. Initially, the work never sparked his interest, says Harris.

Instead, he started out with a career in communications, working as an employee or freelancer for prominent media stations, including WGN Radio Chicago, Black Entertainment Television (BET), and Fox Sports, for more than 20 years before he felt the Lord's call to step into law enforcement.

Decades later, he's now chair of the justice and public policy department at Concordia, bringing a breadth of real-world experience to the classroom.

Harris will tell his students stories about the grit that's required to make it in the law enforcement field—how he once responded to three infant deaths in one night, and how he's witnessed in person or seen the aftermath of countless other violent and cruel acts.

"I tell my students, 'You're going to see the negative side of people every day,'" Harris says. "It doesn't matter if their baby died, their husband died; your job is to make sure they're as close to normal as possible. To do that, you have to suck up a lot of stuff."

Harris has "sucked up" plenty in his life, but what makes him ready and willing to continue to face the daily battles is the understanding of the ripple effect one person can have on the lives of others.

"There are little things along the way that show you that no matter where you go and what you do God still has you in His care and gives you what you need," Harris says. "Many times we mistakenly think we have to move an entire city or

an entire population; but if 500,000 people in Milwaukee picked one person, next year, there would be a million successful people. That's been my driver."

He learned this mindset at a young age from the law enforcement officers who took him under their wing through the Boy Scouts of America, and Harris, in turn, has sought to pay their generosity forward.

Today, Harris is widely known and respected in Milwaukee-area circles for his volunteerism, which includes mentoring young men and serving in leadership capacities with the Three Harbors Council—Boy Scouts of America.

In October, Today's TMJ4 honored him with the Community Hero award for his commitment to community service and for shaping young lives. The award was part of the inaugural Positively Milwaukee Awards, which honors everyday people who are making a difference in the Greater Milwaukee area.

Additionally, last November, Harris was chosen as a finalist for the interim Milwaukee Sheriff position—an acknowledgment many might consider a pinnacle career moment.

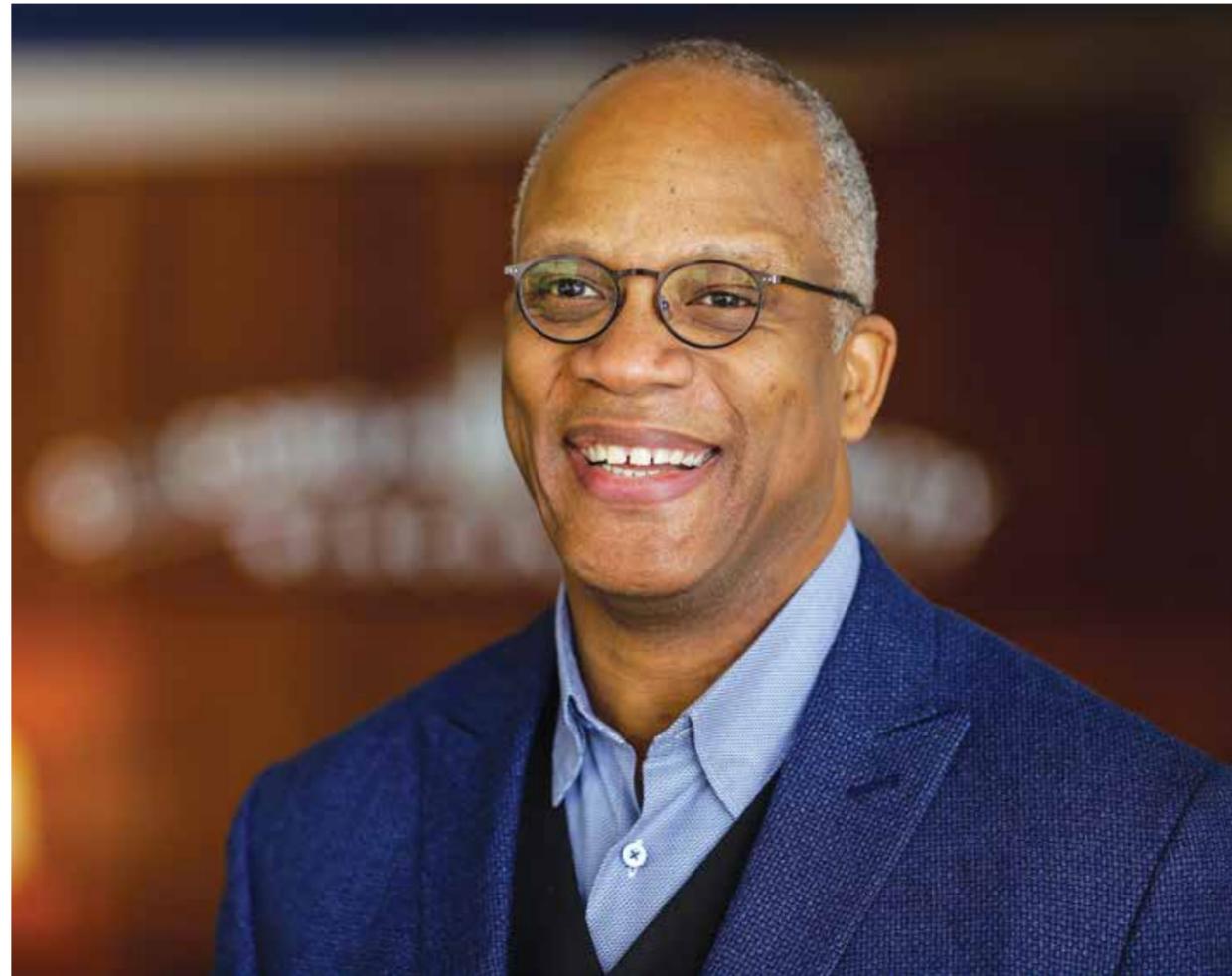
No matter the job position, Harris continually finds ways to shape the future leaders of the Church and world.

"Somebody gave me a chance when I was young, and so I think it's incumbent upon me to give somebody else that same opportunity," Harris says. "Usually we think about a movement as moving a whole group of people. I want to be able to have created a movement within an individual."

Interested in enrolling in Concordia's justice and public policy program? Visit cuw.edu/jpp for more information.



To watch TMJ4's coverage of Harris, visit CUW's YouTube channel ([/ConcordiaWisconsin1](https://www.youtube.com/channel/UCConcordiaWisconsin1)).



Dr. Kenneth Harris, Jr. has a wide array of job experience and an incredible record of volunteerism under his belt. He now serves as chair of Concordia's justice and public policy department.

Campus News

Upcoming campus events

For more events and full information, visit cuw.edu/events.

April

- 26-29 — Production of "Our Town"
- 28 — Selah and Chapel Choir Concert
- 29 — Civic Chorale & Chapel Ringers Concert
- 30 — Pastors Conference Series

May

- 04 — Alumni Waterpark Weekend
- 18 — Graduate Commencement
- 18-19 — Class of 1968 50th Reunion
- 19 — Undergraduate Commencement
- 29 — Alleluia Ringers Spring Concert

July

- 09-13 — Wisconsin Private College Week
- 14 — 2018 Hall of Fame induction

August

- 01 — Application opens for fall 2020
- 03-04 — '90s Alumni Reunion
- 26 — Opening Service
- 27 — First Day of Traditional Classes
- 30 — Alumni Night at the Fort Wayne TinCaps

September

- 10 — President's Golf Classic

October

- 05-07 — Family Weekend
- 27 — Homecoming

Future Alum Posts @CUWisconsin



@cuwvolunteerclub
 Volunteers having so much fun at Soles for Jesus!



@RogersHSLax
 He's officially signed his NLI to CUW men's lacrosse! Good night with a great family and a great kid! Proud of you David!!! He's officially a Falcon in the fall of 2018!!!

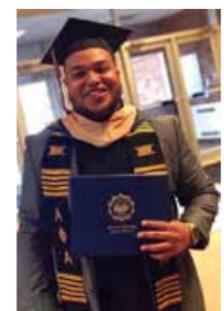


@carrieramsey13
 My last semester has officially begun and I couldn't be more excited! The end is in sight! 4 months, 2 weeks, and 3 days to be exact.



Through the different struggles in our life or all the stress we have going into our 7th week of classes, we may rejoice that God will protect & guide us!

@cuwlight



@glennzino
 And just like that, I graduated! Master of Science in Organizational Leadership and Administration from Concordia University of Wisconsin



An American Dream come true

Two young international alumni are spicing up the Milwaukee dining scene

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

When Shitanshu Saini and Manisha Dhillon left their home in northern India to pursue an MBA degree in strategic marketing from Concordia University Wisconsin, friends told them they were crazy and urged them to change their major.

A degree in computer science would be much more conducive to landing a job in America their friends said. In a sense, their friends were right. Computer-related jobs consistently account for a large share of the work visa petitions that employers file on behalf of non-citizens each year.

But Saini and Dhillon decided to stick with what they knew and loved best, even if it ended

up costing them their chance to live and work in the land of the free.

Two and a half years later, the pair's gamble paid off when both Saini and Dhillon were chosen to receive their H-1Bs, the visas issued to foreign workers in specialty occupations. Each year, 85,000 H-1B visas are issued to foreign workers, and hundreds of thousands of people annually apply for them. The odds of one person being chosen were unlikely enough, but for both—it was an American Dream come true.

While the H-1B recipients are selected by lottery, the ticket to the U.S. wasn't without its fair share of effort and determination on the young Indian couple's part.

Prompted by a class requirement, Saini and Dhillon reached out to Milwaukee-area Indian cuisine restaurant owner Rakesh Rehan to request internships the year before they were scheduled to graduate from CUW. Once on board, they put their Concordia education to work, targeting their advertising to attract more foot traffic, experimenting with changes in service style, and adding fusion cuisine to modernize the buffet. Within weeks after the pair started, Rehan said he noticed the difference and was ready to keep the promising young workers on for the long haul.

And how could he not be impressed? Since Saini and Dhillon started in May 2016, Rehan's

restaurants have doubled their profits.

"Shitanshu and Manisha have been a tremendous help to me," Rehan says. "They came in wanting to work hard and quickly proved themselves. I'm excited to know that my business is in good hands with them."

It's not as if Rehan was failing without the two CUW grads, though. In fact, it was quite the opposite. In 2011, Rehan opened his first restaurant, Café India. The fast-food-style eatery, located near downtown Milwaukee, was met with much acclaim and success, which allowed him to expand to a second location. In 2014, he opened Café India Bar & Grill, a sit-down iteration of his original restaurant, located in Bay View.

With Saini and Dhillon on board, more commendations are rolling in. Facebook users have rated Café India's curry No. 1 among Milwaukee-area restaurants. Rehan's eatery also had won the Milwaukee Journal Sentinel Top Choice Awards Best of Greater Milwaukee for "Best Curry Restaurant" in 2017. In 2016, OnMilwaukee readers voted it "Best of Milwaukee Dining," and in 2017 OnMilwaukee's editor named it "Best of Dining."

Soon, with Saini and Dhillon's help, Rehan will look to expand again. The entrepreneurs are scouting locations for a third restaurant, which they hope to open in 2018.

Saini and Dhillon say they couldn't have done it without their Concordia education.

"Practical knowledge is really important. Our professors were really good at providing that," Saini says. "We were very attentive in all of our classes, and that helped us figure it all out."

The pair says support from Rehan also was crucial (he hired the attorneys who helped them through the visa application process), as was the support they received from one other. The two were friends for several years before they started their Concordia education and had started casually dating just before they left for the States. Now they're engaged to be married and have the promise of business ownership ahead of them.

"We're really grateful for the support we've received along the way, and for this opportunity to study in America and do what we love," Dhillon says. "I call this home now. We love it here." ■

Top left: Manisha Dhillon (left) and Shitanshu Saini have earned their place at Café India. Restaurant owner Rakesh Rehan says he plans to have the 2017 CUW graduates on board for the long haul.

Top right: Manisha Dhillon discusses the Café India business with fiancé Shitanshu Saini.

Right: Shitanshu Saini serves a customer at Café India Bar & Grill.



“When the ordinary is attached to the Word of God and connected to His promises, the common becomes uncommon.”

Rev. Patrick T. Fenny, PhD / PRESIDENT

Live UNCOMMON

GIFTED BY HIS GRACE, THE STUDENTS, ALUMNI, AND FACULTY OF CONCORDIA UNIVERSITY APPROACH EACH day with a sense of purpose. They don't seek recognition for what they do, but, rather, are confident in who they are and who they were created to be. With hope in the ever-after, Concordians go outside of their comfort zones, and use their gifts and talents in service to others. They find meaning in the everyday and transform the ordinary into the extraordinary. It isn't the easiest or the flashiest way, but at Concordia it's the only way.

By **Lisa Liljegren**, *University Affairs*
Photography by **Nick Collura/BVK**

WHETHER THEY HAIL FROM RURAL WISCONSIN, ACROSS THE WORLD, OR ANY POINT IN BETWEEN, STUDENTS FROM ALL WALKS OF LIFE MAKE THEIR WAY TO CONCORDIA UNIVERSITY WISCONSIN TO GROW IN THEIR FAITH AND PREPARE TO MAKE AN IMPACT IN THE WORLD. WITH ALL OF THE HIGHER EDUCATION CHOICES AVAILABLE TO THEM, IT'S IMPORTANT TO UNDERSTAND WHAT LED OUR STUDENTS TO CHOOSE CUW, AND WHETHER OR NOT THEIR EXPECTATIONS WERE MET.

That desire for clarity guided the university through a comprehensive 18-month brand-discovery process, led by Gretchen Jameson, senior vice president of the Office of Strategy and University Affairs. The charge was to capture and share the distinct Concordia story: who we are and why our work matters. Earlier this year, the fruits of this effort were revealed. With support from Milwaukee-area marketing firm BVK, Concordia rolled out a new website, refreshed creative, and a bevy of print, outdoor, electronic, and broadcast media.

"In its essence, a brand is the concise distillation of the promise that an organization makes to its constituents consistently, dramatically, and repeatedly," says Jameson. "When we began our process we didn't set out to create a new Concordia catch-phrase; instead, we initiated a process of discovery, a university-wide dialogue that will continue to unveil itself for years to come."

While the CUW brand has been strong for well over 100 years, particularly within the Lutheran community, two factors propelled the university to take a thorough self-examination: the changing landscape of higher education and CUW's merger with Concordia University Ann Arbor.

"These are challenging times for higher education in general and Christian universities in particular," says Jameson. "It is imperative that we ask and answer the hard questions, to ensure clarity about our identity as a Christ-centered university, and bring that brand into the market in an authentic and accessible way."

Because Concordia now represents two universities, multiple campus extensions, and a thriving online presence, Jameson and her team selected to implement an umbrella, or family brand, strategy to be able to focus on the combined strengths of the enterprise without compromising the distinctiveness of any endeavor.

"Research confirmed what we knew all along," says Jameson. "Concordians share the same DNA—similar strengths, recognizable character, and shared values across our campuses. So this positioning strategy is in complete alignment with how the organization operates on a daily basis."

After hundreds of interviews involving students, alumni, faculty, and staff; dozens of focus groups; and months of action and reaction sessions; Jameson crafted the brand promise—what Concordia delivers consistently, dramatically, and repeatedly to every student—and engaged BVK to bring that promise to life.

So what did the research reveal? It led to clarity around the unique promise that CUW extends to students; that is, our vibrant promise to uniquely develop each student for a life of uncommon, Christ-led purpose. It reinforced that Concordia views every person as created remarkably and distinctively for many roles and vocations, and cherishes our mission to develop students in mind, body, and spirit to go forth, ready to live "a you-first life in a me-first world." ■



Gretchen Jameson unveils the "Live Uncommon" brand platform at a university leadership meeting. Photography by Jeffrey Phelps



THE ROAD TO "LIVE UNCOMMON"

Authenticity at every point of contact is the goal of successful, comprehensive brand work. Organizations can only fully achieve their missions when they are able to say and share exactly who they are and why they exist.

The following statements have been crafted and distilled from 18 months of research, conversations, focus groups, and testing to help our entire Concordia community clearly understand and articulate the Concordia University Wisconsin and Ann Arbor story.

Mission

Concordia University is a Lutheran higher education community committed to helping students develop in mind, body, and spirit for service to Christ in the Church and the world.

Brand promise

We are a learning community at the junction of knowledge and Christian faith, where students are developed to lead uncommon lives of higher professional purpose for the betterment of self and community.

Value proposition

We provide distinctive Christian higher education that develops the whole student, intentionally nurturing alignment of mind, body, and spirit in a vibrant, caring

community. As a result our graduates are *empowered to achieve* their highest potentials: to think, communicate, lead, and serve with integrity and compassion, wherever their careers, vocations, and lives lead.

Position statement

For values-oriented, relationally driven students, Concordia University delivers a distinctive Christian higher education, where faith and knowledge intertwine, linking disciplinary content and liberal arts learning to faith and values in a supportive, friendly community that develops students holistically *to achieve* their God-given potentials.





THE UNCOMMON Big Brother

Grabbing Hold of Second Chances

By **Kali Thiel**, *University Affairs*
Photography by *Ashley Kilgas*



Tony McHale-McFarlin's 5-foot-11, 145-pound lacrosse-playing younger brother may seem unimposing at first glance, but he's known by his opponents as being deceptively scrappy.

Tony is no slouch either. A freshman player on Concordia's football team, the 5-foot-9 Tony weighs in at 219 pounds. Prior to his time at CUW, he garnered multiple accolades as a standout player on his high school's football and lacrosse teams. He and his brother have a good-natured rivalry to see who will earn the most newspaper write-ups during their athletic careers.

Maybe it's habitual, maybe it's instinctual, or maybe it's just how Tony knows to show his love, but even though his brother no longer needs it Tony is fierce about standing up for him. He aims to do the same one day as a social worker for youth who need it most.

"I'm very protective of people I really care about," Tony says. "Ever since I was little, I had to protect my brother and take care of him and be that role model to him."

Unfortunately, Tony had to come to his brother's defense far too often during their time

growing up. The two spent their formative years in Hyattsville, Maryland, a place Tony describes as "one of the worst parts of America" for its prolific gang activity.

When Tony wasn't avoiding street violence, he was contending with abuse at home. Despite it all, Tony beat the odds to become the first member of his family to attend college.

Now Tony wants to make a career out of helping others overcome what they were born into. He's majoring in social work and minoring in entrepreneurship at Concordia, and he has aspirations to open a homeless shelter someday.

"God has a plan for me to do something for others," Tony says. "I want to go into adoption and foster care, and work with little kids. A lot of kids think that once they're away from their birth parents everything falls apart, but it can be like a second chance."

As for his little brother, now in his junior year in high school: Tony says he'll continue to look out for his sibling until they're both old and grey. And soon, Tony will add some foster care kids to his charge.

"I don't want kids to go through that stage of thinking they have a hopeless life," Tony says. "I can't really cover up what I went through, but I can tell them that with hard work and dedication you can do what you want to. Don't let second chances go to waste."

THE UNCOMMON Educator

Motivating Students to Rise to Their Potential

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

It takes true understanding and high expectations to be a teacher in urban education.

At least that's the way Alexia Jones ('18) approaches her career. Research shows the odds of educational success are stacked against diverse learners, so accountability is key. To Alexia, becoming an urban education teacher is not just a job, it's a daily opportunity to remind her students that she believes they can accomplish great things.

"I love being in the classroom," says Alexia. "It's my happy place. I want that for my students, too."

Those who teach will tell you that being a teacher is not a comfortable career. In fact, it can be quite uncomfortable, but those who have stepped into the role as educators, mentors, and motivators know that

each day serves a higher purpose. That's part of Concordia's goal: to graduate teachers—like Alexia—who possess a desire to make an uncommon impact on students, sparking them to step out of their comfort zones, try new things, learn new ideas, and use their gifts and talents in the service of others.

It was a human relations class her sophomore year at CUW that inspired Alexia to be an urban education teacher. The class visited a school and experienced firsthand the impact that classroom management and strategy has on carrying out a curriculum in an urban setting.

"It was amazing how much these students respected their teachers and how deeply the teachers cared for them," says Alexia. "Personally, I do my best work for people who care about me. I was so inspired and knew that I wanted to teach in this same type of setting."

Soon after, Alexia decided to spend

the next summer teaching for the Center for Urban Teaching (CfUT), an independent, Christian non-profit that identifies, prepares, and supports high-performing urban teachers and leaders for choice, charter, and public schools. She has taught for the CfUT every summer since.

Her quiet energy keeps the classroom calm. Alexia gives detailed instructions so that there's no wiggle room, and keeps the vibe positive by praising or high-fiving students for doing things well rather than focusing the room's attention on misbehavior.

"I thrive off of relationships. They're so important to me," Alexia says. "Sometimes I might be the only stable relationship in a student's life, and I get to tell them every day that I believe in them. That's pretty powerful."

READ THE FULL STORIES ONLINE OR FIND MORE STORIES OF UNCOMMON CONCORDIANS AT BLOG.CUW.EDU/LIVE-UNCOMMON.



THE UNCOMMON Classmates

Overcoming Diagnoses Side by Side

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

Sitting beside them, with the smell of coffee claiming its own presence in the room, one might suspect that the two beaming students nearly finishing each other's sentences have a connection. In truth, the two have been through so much together in the past 15 months that they might as well read each other's thoughts.

Megan Zusy ('18) and Leah Mullens ('18) are an uncommon pair: two girls who faced tremendous diagnoses and came out stronger, with an uncommon grace and a desire to be more than just nurses to their patients, but compassionate people with genuine care.

Since the day Megan and Leah met in their first class together, they've shared a special connection. But even these close friends couldn't have predicted how uncommon of a connection it would be.

On July 1, 2016, Leah was diagnosed with Hodgkin's lymphoma. "It was my dad's birthday," Leah recalls. "It was so difficult to process and was even harder to feel like you have to hold it together for the people you care about."

With the unexpected diagnosis, Leah had to leave school, fearing that she would lose the friendships she made along the way.

Just a few weeks later, Megan was reeling from her own devastating diagnosis. Doctors discovered she had an acoustic neuroma, a benign brain tumor that was pushed against the nerves of her brainstem. It needed to be removed, but the required surgery could result in deafness or paralysis of part of her face.

Connected by a professor, the two girls became a support to one another. The following months of treatments, procedures, and the resulting fear of the uncertain future were softened by the relentless encouragement the girls lent to each other.

"You wouldn't wish a bad thing on anyone," Megan comments, "but it was so helpful to know that someone else was going through the same thing."

Megan and Leah eventually returned



to school, with the support of an entire Concordia community. Megan's surgery was a success; the tumor was completely removed, and she came back with a stronger faith.

Leah, who's in remission, looks over at her friend as she shares what they both know is true. "I've learned that the cancer doesn't define me. It's part of my journey, but it doesn't define me." After a short pause, her words echo: "I am not just the girl with cancer."

Both smile at that.

MINDING THE GAP

An education professor unifies schools to address disparities in academic achievement

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

Sixteen-year-old Zoe McDowell has a bright future ahead of him. The Milwaukee-area native maintains a respectable GPA, is a standout track and football athlete on his high school teams, and plays an active role in mentoring young black students, like himself, through a club he helped start at his school.

Now in his junior year, McDowell has his sights set on some of the top collegiate-level mechanical engineering programs in the nation. He also has aspirations to play football at the collegiate level. Either way, he's college-bound. There's never been a doubt in his mind about it.

Unfortunately, the same can't be said for many teenagers in McDowell's demographic. For decades, reports have surfaced about the abysmal achievement gap that exists between black and white students in Wisconsin schools. Today, multiple news sources will confirm that Wisconsin ranks worst in the nation when it comes to the difference between how well black and white students perform on national benchmark tests, and the difference between black and white student graduation rates.

"It's definitely an issue, and it's one that's not easy to fix," says Dr. Elliott Moeser, associate professor of education at Concordia. "It's going to require continual cooperation among school districts, parents, legislators, and the like, and it's going to require us to potentially fail. But if we don't begin to take an honest look at the concern, we're going to be doomed to continue to live with it."

For the past several years, Moeser has played an integral role in fostering collaboration among Wisconsin schools in an effort to bring about change. He serves as executive director of the Closing the Achievement Gap Consortium (CAGC), which aims to embrace and change school practices, instruction, and methodologies that perpetuate achievement gaps.

In 2012, when the consortium began, the CAGC had just four school district members. Today, the consortium has expanded to 26 public, private, parochial, voucher, and choice schools and school systems throughout Wisconsin. Concordia is its only higher education partner.

The group works to address Wisconsin's achievement gap issue in a number of ways. It

annually hosts a career fair to attract high-quality teachers to schools where achievement gaps are most prominent. It also offers Equity Institutes over the summer for CAGC members. Last year's Equity Institutes alone had more than 300 Milwaukee-area educators poring over school data and wrestling with tough questions in order to put research-driven strategies into practice within their schools.

The CAGC is also responsible for hosting the annual African American Male Initiative (AAMI), a summertime initiative that encourages young African American men to succeed with the intent of pursuing higher education. During the four-day event, students stay overnight in CUW dorms, network with dozens of other black teens and young adult mentors, hear addresses from prominent and successful black men in the community, and participate in a variety of goal-setting and personal development exercises.

In its inaugural year three summers ago, AAMI drew a modest 37 students, including Zoe McDowell. Last year, more than 150 youth attended.

"I actually met some of my long-term friends at that camp," McDowell says. "To be successful, you have to have a good circle, and you have to have people who are going to empower you, and that's what I feel I gained through the AAMI."

This summer, CAGC will host its first African American Female Initiative. The event is made possible by a gift from the Waukesha County Community Foundation, who learned of the success of AAMI last summer and wanted to replicate it with young women.

While there is more work to be done on the achievement gap front, Moeser says he's thrilled with the progress that's being made, and he's taking advantage of opportunities to champion the group's efforts. Most recently, he was invited to present at the 2018 American Association of School Administrators in Nashville, Tennessee, which drew approximately 5,000 educators.

"We determined that we could do more work together than apart as far as closing the achievement gap," Moeser says. "We are a group of action. This is an example of doing something that is positive, something that will change the lives of students." ■



Right: Dr. Elliott Moeser attends an Equity Institute with Dr. Monica Kelsey-Brown, the chair of the inaugural AAFI committee. *Photo by Rachel Ferguson* **Bottom:** A Milwaukee-area high school student arrives at Concordia University Wisconsin for the African American Male Initiative.



Friendships forged in service

Nursing alumnae drop everything to serve in Mexico

By Rachel Ferguson, University Affairs
Photography courtesy of Elida White

When Anaisa Nagy and Elida White graduated from Concordia University Wisconsin in 2016 with their degrees in nursing, their professional licensure completed, and job offers from Aurora St. Luke's Medical Center, they did the unexpected: They put their careers on pause; packed their bags; and flew to Ensenada, Mexico—again.

It may seem surprising that with a good job opportunity under their belts they would choose to forego it for a short-term service endeavor. But for these passionate caretakers, they couldn't imagine doing anything else.

"Elida and I talked, and we decided that we may never get this chance again," Nagy says. "Our mindset was: Let's do this—let's go and give back."

The classmates' desire to give back had started many months earlier when they signed up for a global education course at CUW. Although they initially joined the class so that they could travel, the two nursing students were surprised to leave with much more. The class changed their perspective on holistic nursing care, gave them friendships that extended beyond their time at Concordia, and helped them grow in their faith. The experience was so moving that Nagy and White couldn't stay away.

"I loved seeing the way God was working there," Nagy recalls. "You benefit from the trip in ways you never thought you would. When people say I must have impacted them, I tell them it's the opposite. They've impacted me."

Concordia began offering the global trip to nursing students nearly two decades ago, working with Agua Viva Ministries in Ensenada, Mexico. In recent years, the trip has been run by nursing professors and CUW alumnae Jill Krell ('94, '10, '14) and Giannina Vernon ('07, '10, '14). For a week each year, the duo takes undergraduate and graduate students to Mexico to set up free clinics. Once there, students provide wellness checkups; take vital signs; provide diagnoses; and hand out donations of hygiene items, clothing, and childcare items. Students then connect patients to a local physician for follow-up care.

For Krell, the trip is about much more than nursing education. "I hope that the students



Elida White and Anaisa Nagy accepted a six-week internship in Mexico shortly after graduation.

not only gain knowledge about nursing and working with a different culture, but also realize the impact that others have on them," states Krell.

Countless students have experienced exactly that while on Krell's trip. Some, like Brett Rasmussen ('17), have even gone back to

Mexico—though it isn't always the case that someone would sacrifice time and effort to do so after graduation. Yet, that's precisely what Nagy and White did.

After returning from the global education course, it didn't take long for them to know they wanted to go back to Mexico. After obtaining

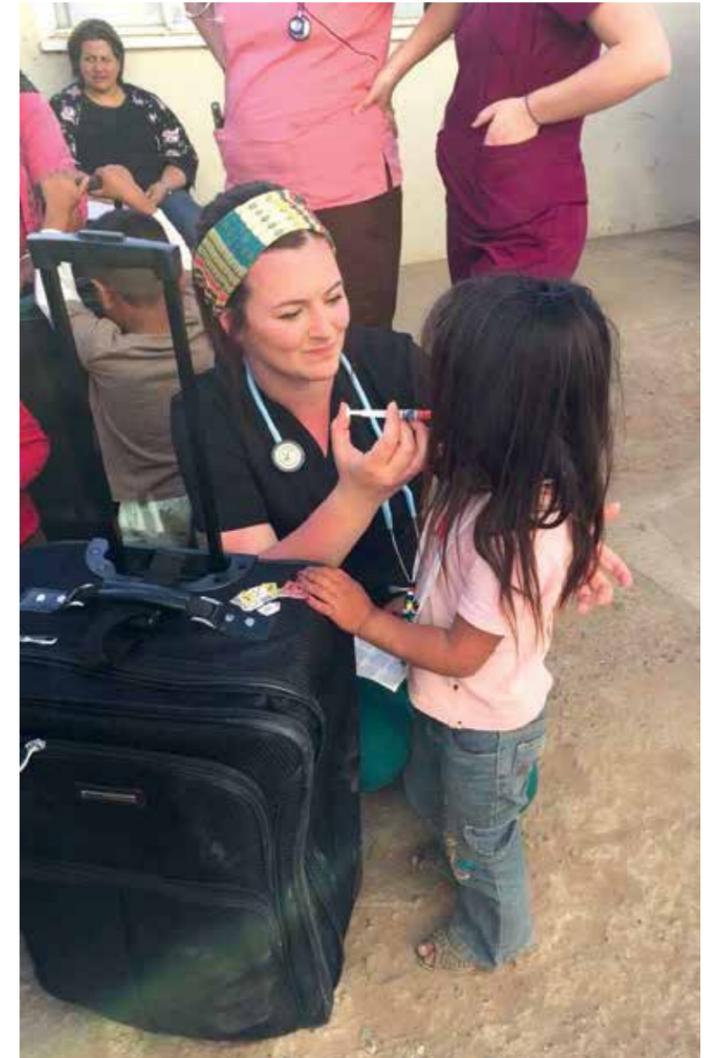
permission from St. Luke's, where they would begin positions at the end of the summer, they accepted a six-week internship with Agua Viva Ministries. Once there, they worked with church groups to begin construction projects, open clinics, lead vacation Bible school, and provide much-needed supplies and services to the local community.

"It's crazy how the Lord worked out things for Anaisa and me," White recalls. "He wanted us in Mexico, and now I know why. The whole experience helped me to more easily proclaim my faith, and I feel like I brought a little of that back with me."

Not only did time in Mexico help strengthen their faith, it also introduced them to lifelong friendships. More than a year after they completed their internship there, Nagy and White returned to Ensenada—this time, to reconnect with the workers of Agua Viva Ministries and the people in the community with whom they had forged relationships.

Nagy's and White's experience is exactly what their professor had hoped for when she began leading the trip five years ago. "It doesn't always happen that students return to Ensenada after graduation, but I'm not surprised," Krell comments. "The trip impacted them in so many ways, and I've seen them grow from it. It's why I love leading this trip, and why I can't help but go back every year." ■

Top right: White provides care to a local girl at one of the free clinics set up by Agua Viva Ministries. **Bottom:** White watches a young child while the child's family gets wellness checks. **Bottom right:** Professors Jill Krell and Giannina Vernon work with students to pack supplies for their upcoming trip to Mexico. Photography by Jeffrey Phelps



Alumni Chat

Hard work and help along the way

Class assignment leads to dream career

By **Lisa Liljgren**, *University Affairs*
 Photography courtesy of *Dave Beyer*

Dave Beyer ('01) transferred to Concordia to study mass communications and play baseball during his sophomore year. A class assignment led Beyer to land a coveted internship with the Milwaukee Bucks. Nearly 20 years, several promotions, and many connections later, Beyer is now the director of basketball operations with the Miami Heat and the assistant general manager for the Sioux Falls Skyforce.

Beyer, his wife, Sebrina, and their three sons (Brady, Jordan, and Bryce) live in South Miami. When they're not participating in school sports, the family cheers on the Miami Heat and the Miami Hurricanes, where Sebrina works as executive assistant to the head football coach.

Beyer reflects on his career in sports, the people who helped him get there, and his time at CUW.

How did you get into professional sports?

I was always involved in sports and knew when I was done playing baseball at CUW that I wanted to continue to be around sports in some capacity. In one of my early communications classes, we were assigned to interview a professional in a field that we were interested in, and then write a paper about that person and their career. I reached out to Jim Paschke, the Milwaukee Bucks' TV play-by-play announcer and asked him for a meeting. Not only did he agree to meet with me, he helped me land an internship with the Milwaukee Bucks. At first I worked directly for Paschke and eventually made my way to the Bucks' video department, where I was a part of a team that recorded and broke down the game film for the coaches.

From there, I obtained a video room internship with the Miami Heat under the guidance of Erik Spoelstra. Coach Spoelstra was an assistant coach at the time, and he took me under his wing. I would not be in my current position without "Coach Spo" mentoring and teaching me the game of basketball at the highest level.

I have been very blessed to be with the Heat organization and to be able to learn from a Hall-of-Famer in Pat Riley.

Describe your experience at CUW.

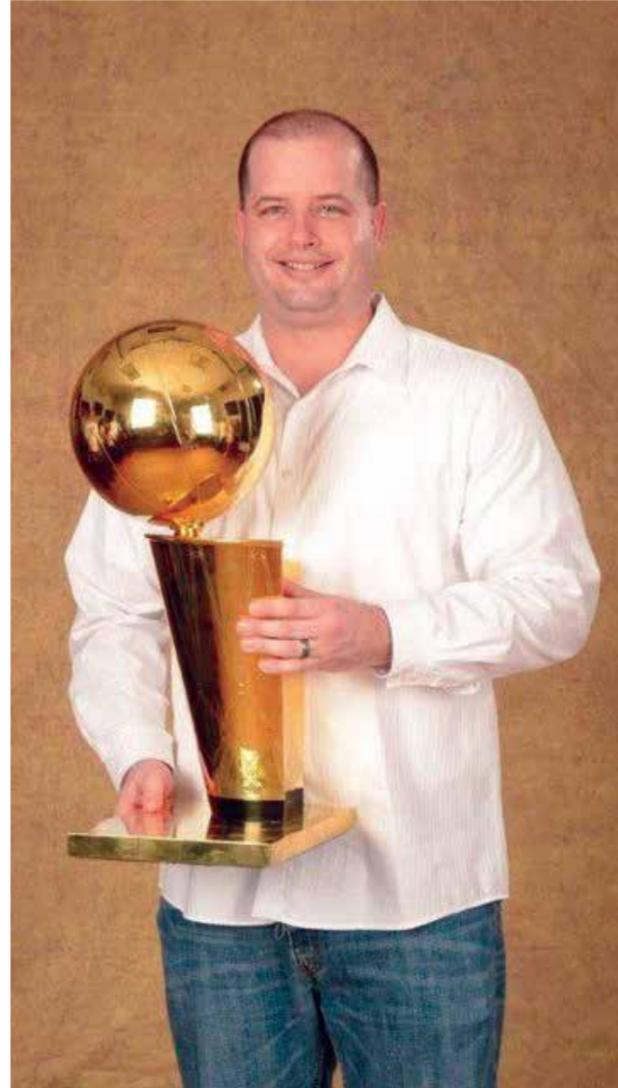
I transferred to CUW after attending a public university. I remember when I went to visit CUW with my parents, and it just felt right from the start. I was a commuter student, so I could have been considered a real outsider, but it wasn't like that. Everyone was very welcoming, and that made the school feel like home. Of course, it helped that I played on the baseball team, so there was a built-in community for me. I developed many strong relationships through CUW; many that are still strong today.

How did Concordia prepare you for success in your field?

As a student athlete, I had to learn time management and discipline because I was constantly juggling class work with improving my performance on the field. Also, I appreciated that my professors, particularly Dr. Randy Ferguson, challenged me to step outside of my comfort zone and to learn how to effectively communicate in a variety of situations. I'm grateful to my coaches and professors at Concordia for supporting me and helping me become more confident in my faith, which remains an important part of my life today.

Describe your journey from intern to your role now in a sports franchise.

On my first day, Paschke gave me advice that has stuck with me to this day: "You have two



Dave Beyer poses with the National Basketball Association championship trophy from 2013.

ears and one mouth for a reason, to listen more than you talk." He also taught me to say yes if someone asks me to do something and then assured me that if at first I didn't know how to do something I'd eventually figure it out.

As a video intern for the Miami Heat, I was considered a part of the coaching staff, and was responsible for anticipating and capturing the

"I'm grateful to my coaches and professors at Concordia for supporting me and helping me become more confident in my faith, which remains an important part of my life today."

—Dave Beyer

action on the court and then breaking down the footage for coaches that night or the next day. Through this opportunity, I learned valuable technical skills used in the sports industry and gained intense insight into the game of basketball because it was my job to recognize what coaches and scouts needed to do their job effectively.

What do you like best about your job?

I'm here in my dream job because so many professors, mentors, and coaches invested themselves in my growth and development. They truly modeled what strong, present leadership could look like. The best part of my job is when I'm able to follow their examples and mentor younger team members as they make their way on their own career paths. I'm in my 16th season with the Miami Heat and have been part of three NBA Championships and one D-League championship. I've been able to travel to different parts of the world (China, Brazil, Mexico, etc.) and experience their culture, as well as witness how big the game of basketball is worldwide.

What advice do you have for students who would like to pursue a career in professional sports?

Coach Riley has a quote framed in his office that states, "Hard work doesn't guarantee you anything, but without it you don't stand a chance." This quote is true for anything that you may do in life. You have to visualize where you want to go in your career, and then be willing to put in the hours and do the things you may not want to do to get there. If you find a career you're passionate about, that becomes a little easier. ■



Top: Dave Beyer and Alonzo Mourning, NBA hall-of-famer and vice president, player programs, with the Miami Heat. **Bottom:** Beyer's personal NBA championship ring collection.

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 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.

In addition, if you do not have an active profile on 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. And make sure to include an email address you regularly check to keep your connections timely.

Many thanks, and blessings to you and your family.

—CUW Alumni Relations

AlumNotes

2000s

Achievements

Ashley Jensen ('17) is raising funds for a mission position where she will be serving youth in Milwaukee by creating a mentoring program. Support her at <https://goo.gl/1Dyd2P>.

Eric Kittel ('17) signed to play professional basketball with the EJ Sligo All-Stars in Ireland.

Colin Bernreuter ('16) was named assistant general manager for the inaugural season of the Saginaw Sugar Beets baseball club, the newest member of the Great Lakes Summer Collegiate League.

Justin Dopierala ('05, '07) co-founded DOMO Capital Management, LLC. DOMO has an annualized net return of 18.94% from inception in 2008 to 2017. CUW is a client of DOMO.

Louis Clark III ('03) had University of Arkansas publish a chapbook of his musings in 2010. He won an Oneida Nation Arts Board Award and a Wisconsin Arts Board Award for it. His book "How to Be an Indian in the 21st Century" won the Midwest Independent Booksellers People's Choice Award for 2017.

Steve Gerner ('01) co-authored the book "Superhero Educator: How to Teach with Superior Skills and Success." Steve is currently dean of students at CUW.

Marriages

1 Paige (Steen) Reiskytl ('16) married Nate Reiskytl on Sept. 23, 2017 in Grafton, Wisconsin. The couple resides in Thiensville, Wisconsin.

2 Elizabeth (Podewils) Johnson ('14) was married on Sept. 23, 2017. She also received

her master's in marriage and family counseling from Indiana Wesleyan University.

3 James Lokken ('14) married **Samantha (Stancato) Lokken** ('15) on Sept. 23, 2017. Samantha is a pharmacist with Aurora Health Care and James is an assistant professor of pharmacy practice at CUW. Several of the couple's classmates and CUW professors attended their wedding.

4 Ryan Richmond ('14) and **Sarah Gettinger** ('15) met on the first day of college in English class at Concordia. They married on Aug. 12, 2017 in Cleveland, Ohio.

5 Kirsten (Schueler) Fritsche ('13) married Christopher Fritsche on July 1, 2017. They both teach at Trinity Lutheran School in San Angelo, Texas.

6 Amber (Barrett) Neumann ('12, '15) and **Zachary Neumann** ('13) were married on Oct. 3, 2015 at Grace Lutheran Church in Menomonee Falls, Wisconsin. They welcomed their first child, Adaline Penelope Neumann, on Oct. 3, 2017.

Welcome

7 Julie (Normann) Carbon ('09) and her husband, Jason Carbon, celebrate the birth of their son, Finn Fox Carbon. Finn was born on May 8, 2017.

8 Samantha Stark ('09, '11) and **Cory Stark** ('11) welcomed their son, Greyson Edward Stark, on Nov. 16, 2017.

9 Jordan (Hansen) Mouw ('08) and her husband, Trevor Mouw, welcomed their second child, Alice Jordan, on Dec. 21, 2016.

10 Kate Rabe ('08) and **Micah Rabe** ('08) welcomed their son, Ezekiel Rabe, on Dec. 20, 2017.

11 Kevin Koch ('06) and his wife, Kaitlin Koch, welcomed a baby girl, Makenna Jean Koch, on Nov. 20, 2017.

1990s

Achievements

Ryan Rosenow ('97) was named the next Greendale Police Chief. Rosenow is a nearly 20-year police veteran and second in command of the department of 29. Most recently he spent time as the detective lieutenant in charge of the detective bureau.

1970s

Achievements

John Oberdeck ('72) took a call to serve as a short-term vacancy pastor for Trinity Lutheran Church in Frankfurt, Germany. Oberdeck, accompanied by his wife, **Ginny** ('72), served from February to the end of March 2018.

1960s

Achievements

Bruce Linderman ('68, '70) and his wife, Lois, celebrated their 45th wedding anniversary by visiting Hawaii in 2016. They have four children and 12 grandchildren, and reside in Bozeman, Montana.

1950s

Achievements

David Young ('56) was presented with the Certificate of 55 Years in the Ministry in his home congregation First Trinity Lutheran Church, Tonawanda, New York.

1940s

Achievements

Herbert Schiefelbein ('48) recently celebrated his 90th birthday. After graduating from CUW,

Herbert continued on to graduate from Concordia Seminary in St. Louis. He has taken calls to serve in Minnesota, Washington, Oregon, and Montana.

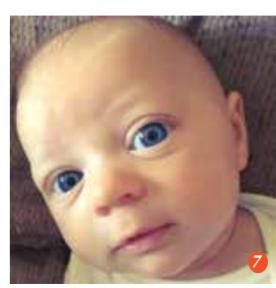
Athletic Hall of Fame

The William C. Ackmann Memorial Athletic Hall of Fame 2017 inductees were honored Saturday, January 27: **David Benke** ('96), all-around athlete; **Bret Corner**, former wrestling coach; **Krista (Mayyou) Parker** ('09), basketball; **Nicki (Wiedel) Brazgel** ('98), soccer; **Gary Griffin** ('92, '01), football; men's basketball team (2010-11).

In memoriam

Rev. Dr. John W. Saleska, director emeritus of the Concordia Bible Institute, passed away Sept. 12, 2017. The Rev. Dr. John W. Saleska Scholarship Endowment has been established in his honor to provide financial assistance for pre-seminary students at CUW. To contribute to the endowment or "immediate pre-seminary aid," mark the "other" box on the gift envelope in this magazine and designate accordingly.

Dr. Christian Albano, associate professor of pharmacy at CUW, passed away unexpectedly on December 8, 2017. He is survived by his wife, Hope, and their three children. A memorial fund has been established at Concordia in memory of Dr. Albano. To support this memorial, use the enclosed giving envelope, select "other," and write "Albano Memorial" on the line.



Advancing the mission



There are so many choices today when it comes to higher education. If you want to study business or nursing or one of many other possibilities, there seems to be no shortage of schools from which to choose. And many of these schools offer an excellent education. They will teach you what you need to know to become a successful leader in business or a highly skilled healthcare professional. And that is their purpose: to teach you what you need to know.

At Concordia University we offer many of the same programs that state schools or private secular colleges do. Those who graduate from Concordia have all of the skills and knowledge that they could have received at another school. So what is the difference? What makes Concordia so special and the preferred choice of thousands of students every year?

You could say that it comes down to the purpose of an education. At Concordia University, our purpose is to do more than simply teach skills and confer knowledge; we prepare our students to live *For a Greater Purpose*. That greater purpose is a life that reflects the greatness of God who gives meaning to all we do, whatever our vocation. As our students follow their calling, they have a powerful impact on the lives of others and in the communities in which they serve.

For a Greater Purpose has been the inspiring theme for our most recent campaign at Concordia University Wisconsin. A campaign to raise more than \$20 million, *For a Greater Purpose* reminds us that everything we do is for something far greater than ourselves. Above all else, this is a campaign that gives glory to God for the life change that He brings about in our students, faculty, staff, and the greater community.

As we approach the final year of this campaign, please consider my invitation to join us by your financial support. Gifts both large and small have blessed us and will allow us to continue a God-pleasing legacy of preparing students to live *for a greater purpose*. Please contact me anytime at 262-243-4533 or roy.peterson@cuw.edu to become part of this greater purpose.

REV. DR. ROY PETERSON
Vice President of Advancement

An uncommon and dangerous hope



“Let brotherly love continue ... remember those who are in prison, as though in prison with them”
(Hebrews 13:1, 3a)

One of my favorite movies is “The Shawshank Redemption.” More than 20 years old now, this well-known movie tells the story of two prisoners who befriend each other in the Shawshank Prison in Maine in the 1940s to the 1960s. Red, played by Morgan Freeman, has reconciled himself to a life in prison and, like many other prisoners, has given up hope. Andy, however, still holds out hope of being freed from prison—that there can be a Shawshank redemption.

He speaks of this hope to Red, and Red responds, “Hope is a dangerous thing. Hope can drive a man insane. It’s got no use on the inside.”

That “dangerous” hope is something that’s central to our campus ministry prison ministry. Several dozen Concordia students are “pen pals” with inmates in prison. Prison ministry gives students a chance to share faith and hope with those who may have little hope. There’s a long story and history to how this was started some years back (too long for this little article), but it has its roots in a connection between a now sainted CUW staff member and a former high school student who found himself in prison.

In our ministry, we have safeguards of anonymity and pseudonyms as the students write. Within that framework, students have the chance to share faith and encouragement with those who so much need it.

It’s pretty uncommon. First of all, writing letters the old-fashioned way. Then writing to someone, perhaps their own young age, whose life is very different from their own. Someone who’s made some terrible decisions and is paying a great price. But it’s a chance to share the love of the Savior who paid the ultimate price for all of our sins—the innocent who died for all of the guilty. They write of forgiveness and eternal life and freedom from the prison of sin which holds us all. It’s just another opportunity for our students to live uncommon.

REV. STEVE SMITH

Campus Pastor

Concordians in the Church



Nearly two dozen CUW undergraduates attended March for Life in Washington, D.C., the largest pro-life rally in the world. Sporting neon green hats in fidelity with all other Lutheran attendees, CUW students Bekah Moran, Emily Gnan, Emma Sippel, and Shelby Otto paused for a photo on the National Mall.



Concordia’s Symphonic Wind Ensemble contributed their musical talents during Sunday morning worship at San Pablo Lutheran Church in New Mexico. The church was one of the stops on the group’s Winterim tour.



Chaplain Lt. Col. Kurt Taylor (’88) recently addressed an audience of community members, active military, and veterans as part of his chaplaincy duties with the United States Air Force. In January, Taylor stepped into the role of director of Concordia’s new Director of Church Ministries Program.



CUW students attended the first night of the Wisconsin Youth Gathering in the Wisconsin Dells and doled out free T-shirts, as well as a bit of sage advice for high school students beginning their college search process.

Then

&



Now

Concordian

Editorial Team:

Kali Thiel (Executive Editor),
Lisa Liljegren, Rachel Ferry,
Rachel Ferguson, Ashley Kilgas,
Gretchen Jameson

Special Contributors:

Angela Pirtle, Lindsay Taylor

Design and Production:
Angela M. Girard

Comments

Email: concordian@cuw.edu
Twitter: [@CUWisconsin](https://twitter.com/CUWisconsin)

For a free subscription,
call 262-243-4333.

Go Green!

If you would like to subscribe to our email edition instead of receiving a copy in the mail, please email Concordian@cuw.edu and let us know!

The *Concordian* is published twice a year by the Office of University Affairs, Concordia University Wisconsin, 12800 North Lake Shore Drive, Mequon, WI 53097

Postmaster

Send address changes to *Concordian* Circulation, 12800 North Lake Shore Drive, Mequon, WI 53097

Above

Then: Russell Peck, Denise LaChappell, and Jon Bartz nail their stunt during a 1991 cheer routine. Photo courtesy of CUW archives

Now: CUW’s cheer team competes during the inaugural CIT dance/cheer competition on January 27, 2018. Photography by Steve Schauer



12800 North Lake Shore Drive
Mequon, WI 53097-2402
Address Service Requested

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 3951
MILWAUKEE, WI

Join Us

Join Concordia for a fun-filled night of baseball. Catch the Northwoods League Lakeshore Chinooks on their home field of Kapco Park, located on CUW's campus. Special alumni ticketing is offered on the following dates:

- June 26 - School of Arts and Sciences
- July 12 - Batterman School of Business
- July 18 - School of Education
- July 21 - Hall of Fame and all CUW Alumni
- Aug. 3 - '90s CUW Reunion
- Aug. 11 - Health Care Professionals

RESERVE YOUR TICKETS
cuw.edu/alumnichinooks

VIEW THE SEASON SCHEDULE
northwoodsleague.com/lakeshore-chinooks