

# Concordian



THE MAGAZINE OF CONCORDIA UNIVERSITY WISCONSIN

**RENEWING WATERS** CUW student marked as Christ's own

**COMING SOON** Plans laid for a new academic building

**LIBERAL ARTS** Teaching students to love knowledge

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## The Value of Excellence

My association with higher education encompasses most of my adult life (altogether approaching 30 years of a professional career, plus several more if you count the years as an undergraduate, seminary, or graduate student). Every school with which I've ever been associated strived for excellence. Never once in that time have I heard of any institution of higher learning indicate that its aim was mediocrity.

Excellence is amongst the undergirding values of Concordia University Wisconsin — part of the solid foundation on which our mission and ministry is built. Of course, you wouldn't expect me to say otherwise. What kind of a college president would settle for anything less? Not me! At CUW, we strive for excellence.

The use of the term, however, has become rather hackneyed on account of overuse. You see me say "CUW strives for excellence," and you might just yawn, and look for something more interesting and original, not the same old, tired language that everybody uses almost out of obligation. What's the measure? Who sets the bar? Is excellence something that "you know it when you see it," or is there a better way to determine whether the goal that we strive for is one that we achieve?

Frankly, it's not enough for me to say so. What matters ever so much more is whether or not you say that Concordia University Wisconsin and excellence belong in the same sentence. For an alum looking back on the CUW experience, answer the simple question, "Was it worth it?" For a parent paying tuition dollars to send daughters and sons to CUW, the question is the same: "Is it worth it?" For a donor providing funding for CUW's campaigns and endowments, the question is, "Is it worth it?" For a student spending hours, days, weeks, months, and years of a life getting a CUW education, the investment of time, money, and energy is not insignificant. However, if it's excellent, you'll conclude that it was worth it all. So, is it worth it?

Some will answer the question based on the sort of jobs secured at the other end of a CUW degree. Surely there ought to be some consideration of how much has been learned and experienced along the way. From the University's stated objective, however, the measure that matters most is whether the CUW education has helped students "to develop in mind, body, and spirit for service to Christ in the Church and the world." Ultimately, Concordians — our students and our graduates — are themselves the living, breathing demonstration of our University's excellence. Where are Concordians making a positive difference in the lives of others; in their families, churches, places of work, communities, and wherever else they have a chance to serve? The excellence for which we strive is realized when there's such meaningful and tangible impact. We serve Christ as we serve others.

Is Concordia University Wisconsin excellent? You answer that question. More than that, perhaps you are the answer to that question.

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

*President*

## Campus News

# Luther Likeness Joins CUW

There is a new — and yet familiar — face on the Concordia University Wisconsin campus.

Last April, a bronze statue of Martin Luther was installed at the main entrance. Faculty, staff, and students joined in a dedication service and ceremony on April 15.

Concordia's Reformation 500 Committee commissioned CUW alumnus Andrew Schumann to create the statue. The 5-foot Luther stands on a 2.5-foot pedestal with one hand raised, as if giving a benediction, and the other holding an open Bible. The Bible has an inscription from Romans (3:28): "For we hold that one is justified, without the works of the law, alone through faith."

"Our committee felt that this verse captured Luther's work as a reformer, translator, and Bible teacher," said Rev. Dr. Timothy Maschke, professor of theology and committee chair. "This is one of the key Reformation verses in Luther's understanding of God's gracious, full, and free gift of forgiveness, life, and salvation."

The statue comes ahead of the 500th anniversary of the Lutheran Reformation. Though 2017 marks the actual milestone year, many Lutherans are marking the historic occasion with events or commemorations leading up to it.

Members of the specially formed Reformation 500 Committee began in 2012 to organize and host bi-annual public lectures in the fall and spring to celebrate the variety of ways in which the Reformation has impacted theology and the Church, as well as the arts and sciences.

The statue will also beautify the campus and pay homage to the namesake of Concordia's synod, even after the momentous Reformation anniversary.

"I think, as a Lutheran campus, obviously, we want to keep that Lutheran heritage," said Maschke. "The Reformation is a good opportunity for us to do something like that. It becomes a public witness."

Learn more about CUW's upcoming Reformation 500 events at [www.cuw.edu/reformation500](http://www.cuw.edu/reformation500).

—Kali Thiel, University Affairs



PHOTO BY PATRICK FLOOD

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## Upcoming Campus Events

For a full list of campus events please visit: [cuw.edu/events](http://cuw.edu/events)

### October

23

Sixth Annual Hymn Fest, Chapel of Christ Triumphant, 2:00 p.m.



28

Undergraduate Visit Day, CUW Campus  
Students may register at [www.cuw.edu/ugvisit](http://www.cuw.edu/ugvisit).

28

Annual Pops Concert, Chapel of Christ Triumphant, 7:30 p.m.  
Admission is \$8 for adults, free for children 17 and under.

# Teaching Medical Teamwork



Briana Kneisl, who is double-majoring in social work and psychology, converses with other CUW students during an IPE event held on campus.

Where can a young nurse learn how and when to speak up to a physician, advocating for a patient they've cared for over many hours and days? How can a pharmacist know when to intervene with another member of a care team when they have vital drug information for a patient?

Concordia University Wisconsin is improving patient-centered, team-based health care by helping its students in the health and social care professions learn how to work together more effectively.

Through the CUW Interprofessional Education (IPE) program, students are able to participate in a variety of experiences that allow them to strengthen what they've learned in the

classroom, experience the value of teamwork, and develop communication skills to prepare them for clinical work.

At least twice a semester, over 200 students in CUW's nursing, occupational therapy, physical therapy, physician assistant, social work, and pharmacy programs meet in small groups and are given increasingly complex patient cases to problem

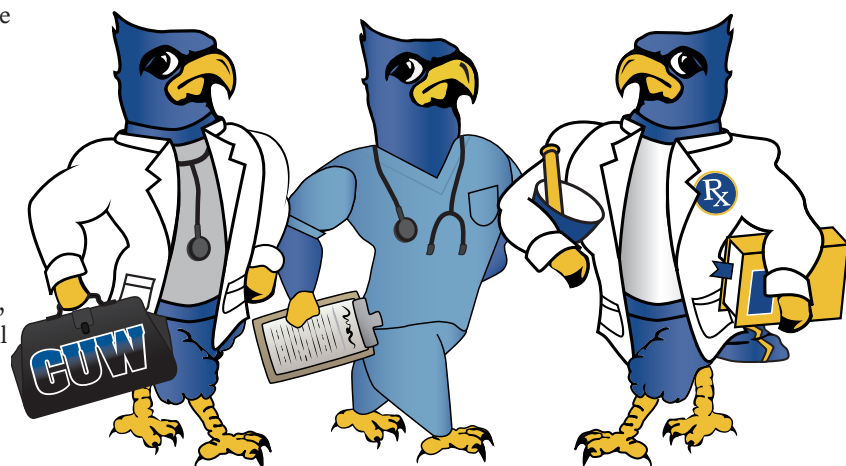
solve as a team to produce a care plan. Over time, students gain a deeper understanding of the roles and responsibilities of others, and, thus, a better appreciation for how each team member contributes to patient care.

"If students can learn to rely on their team members, on other professionals, and see the value in collaboration for the patient, their job is going to be a lot less stressful, and they're going to be much happier in their work," said Michael Oldani, Ph.D., M.S., who was hired last year as CUW's IPE coordinator. "We want them to be ready for a career in team-based health care, and IPE events are founded on that principal."

All major health and social care accrediting bodies have now incorporated IPE learning competencies into their standards. IPE at CUW will give students a decisive advantage when they enter the health care marketplace, or when they apply for graduate studies in health and social care professions.

Learn more about CUW's IPE program at [www.cuw.edu/ipe](http://www.cuw.edu/ipe).

—Beverly Ventura, Contributing Writer



29

Fall Festival,  
Concordia's Student Center,  
9:00–11:00 a.m.

**FALL  
FESTIVAL**

**November**

03–06

The Women of Lockerbie,  
Todd Wehr Auditorium  
Thursday, November 3,\* Friday, November 4,\* and Saturday, November 5,  
7:30 p.m.  
Saturday, November 5, and Sunday, November 6,  
1:30 p.m.

\*Meet the playwright, Deborah Brevoort, at a special talkback following the performance.



# Campus News

## Steadfast Service

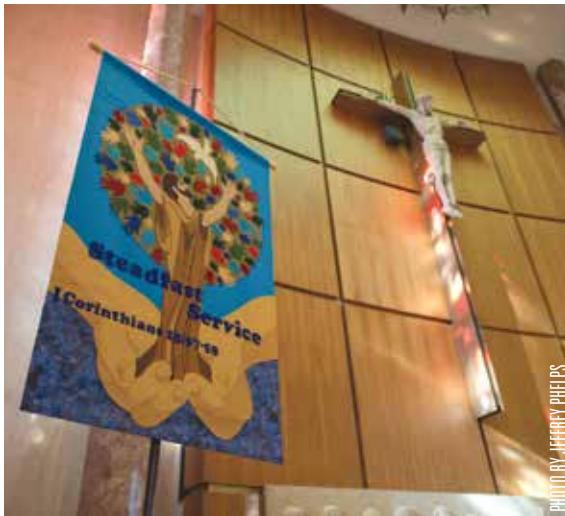


PHOTO BY JEFFREY WHELPS

There's a bit of irony — or even better, paradox — in the verses chosen by student Campus Ministry leaders as our theme for this school year. They selected 1 Corinthians 15:57–58, which generated the theme “Steadfast Service.” The verses read: “But thanks be to God, who gives us the victory through our Lord Jesus Christ. Therefore, my beloved brothers, be steadfast, immovable, always abounding in the work of the Lord, knowing that in the Lord your labor is not in vain.” (ESV)

The irony is that being steadfast and immovable means that you stay in one place and never budge. In the sense

that our faith and purpose are steadfast, it is to inspire us never to compromise on the Gospel truth. However, the work of the Lord, to which we're called to abound, takes movement. It's mostly in the active use of our bodies by which we can serve. So we're called not to move but to abound in movement!

Even more is the irony of our foundation — the first verse of the couplet. The victory has been given to us. It's not something we did, but something that Jesus did. It's been done for us by Him. As we continue our academic year, we look forward to seeing what God does in us and what we're able to do in Him.

—Rev. Steve Smith, Campus Pastor

## Pharmacy Residents Focus on the Underserved

Concordia University Wisconsin's School of Pharmacy graduated the first pharmacy residents in a ceremony on June 17. Karena Creten, Pharm. D., and James Lokken, Pharm. D., received their certificates following the successful presentations of their research projects to an audience that included Rev. Patrick T. Ferry, Ph.D., president of Concordia University Wisconsin, and Dean Arneson, Pharm.D., Ph.D., dean of the School of Pharmacy.

This unique postdoctoral program prepares academic ambulatory care practitioners with a specific focus on urban, underserved practice settings. Dr. Creten completed her residency at AIDS Resource Center of Wisconsin and focused her residency project on developing a clinic-based, multi-disciplinary smoking

cessation program for people living with HIV. Dr. Lokken completed two years of residency at Milwaukee Health Services, Inc., while also completing his master's degree in Education. His residency project focused on evaluating and improving the performance and perception of physical assessment skills as the result of receiving instruction.

—Lisa Liljegren, University Affairs



PHOTO BY ERIC SCHAD

Pictured from left to right are Dr. James Lokken, Dr. Karena Creten, and Dr. Andrew Traynor, pharmacy residency program director.

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# November

05

2016 President's 5K Run/Walk, Concordia University Wisconsin campus 9 a.m.

05

Homecoming Celebration, Concordia University Wisconsin campus 9 a.m.-7 p.m.

12

Servant Leader Roundtable Discussion, Lake Shore Room, 7:30-8:30 a.m.



13

Selah and CUW Civic Chorale Choir Concert, Chapel of Christ Triumphant, 3:30 p.m. Admission is \$8 for adults, free for children 17 and under.

20

Annual “Christ the King” Celebration, Chapel of Christ Triumphant, 3:30 p.m.

# Dream Job for New Academic Leader

The Academic Office welcomes a new face this school year. Professor Elizabeth Polzin started her role as Assistant Vice President of Academics for Student Success on July 1.

A graduate of Hannibal-LaGrange and Lindenwood universities, Polzin has a bachelor's degree in Christian education, a master's in school counseling, and a doctorate in progress in educational leadership. She previously served in a similar capacity at Red Lake Nation College, a tribal college in Red Lake, Minnesota.

As AVP of Academics at Concordia University Wisconsin, Polzin directly supervises Student Academic Support Services. Her work will largely entail evaluating the effectiveness of CUW's services to its students in order to impact retention, persistence, and graduation rates.

"To work in a Lutheran institution is a dream job for me," Polzin says. "A lot of Christian institutions do one of two things well — they either excel academically and neglect the faith aspect of their mission, or vice versa. I knew the reputation of Concordia, however, is high academic standards while remaining dedicated to its distinctly Lutheran identity. So far, it has not disappointed."

Polzin is a native of St. Peters, Missouri. She, her husband, and their 1-year-old son now live in Fredonia.

Polzin replaces Rev. Dr. Randall Ferguson, who returns to teach in the Communications Department and to work out of Campus



PHOTO BY ERIC SCHAO

Ministry in a newly created position, Director of Christian Service. His responsibilities under the latter title will include helping community partners connect with CUW for service endeavors, working with select faculty to

create service learning courses, and providing leadership for previously established service events on campus.

—Kali Thiel, *University Affairs*

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December

02-03

Christmas at Concordia,  
Chapel of Christ Triumphant,  
7:30 p.m.  
Adult tickets are \$15 and must be reserved in advance.

08

Servant Leader Roundtable Discussion,  
Lake Shore Room,  
7:30-8:30 a.m.



17

Baccalaureate Service,  
Chapel of Christ Triumphant,  
10:00 a.m.

December Commencement,  
R. John Buuck Field House,  
1:30 p.m.



# An Adult Child of God

By Kali Thiel, University Affairs  
Photography by Jeffrey Phelps

**S**helby Weishaar didn't realize she'd never been baptized as an infant.

It wasn't until the summer of 2015, when the Illinois native decided to attend Concordia University Wisconsin, that the subject came up. Her father, knowing his daughter would soon be attending a faith-based institution, asked if she planned to be baptized.

"The question took me off guard," said Weishaar, who's now in her second year at CUW. "It never really came up that I wasn't baptized. I had my own beliefs growing up, but I had never really been to church."

As a result of the witness of a CUW theology professor and the support of a friend, Weishaar decided to be baptized. Her name was marked in the Book of Life on June 5 at her new home congregation, Immanuel Lutheran Church, in Belvidere, Illinois.

Weishaar says her suite mate last year and close friend Sarah Geboy played a big role in her faith journey. Both in the Occupational Therapy program at CUW, Weishaar and Geboy happened to not only share a dorm space last year but have identical class schedules, including Christian Faith with Rev. Dr. Thomas Feiertag.

The pair's shared schedules and living space gave way to many late-night talks and study sessions on the bluff. During these times, they'd often find themselves revisiting lessons from Dr. Feiertag's class.

Weishaar recalls that one April night last year she and Geboy were lying around in their shared living room area, and the subject of baptism came up, as it often had before.

"Sarah just kept yelling at me to just email (Dr. Feiertag), but it was like 2 o'clock in the morning," Weishaar said with a laugh. "I finally told her I'd email him the next morning, which

I did at like 9 a.m. He was very eager to help me."

Dr. Feiertag connected Weishaar with Rev. Allan Buss, senior pastor at Immanuel, Belvidere. The timing was even such that Rev. Buss was planning a visit to CUW about a week-and-a-half later and was able to meet with Weishaar in person.

She also spoke with Campus Pastor Rev.

Steve Smith, and, ultimately, Weishaar felt led to schedule a baptism at Immanuel for early in the summer. Dr. Feiertag even surprised her by showing up at Immanuel for the occasion.

"For me, it's about having that assurance that I am in God's family," Weishaar said. "It's part of my identity now that I'm a child of God, and I have confirmation that even though I sin, I will be forgiven. I'm secure in that." ■



Pictured from left are Rev. Allan Buss, pastor of Immanuel Lutheran Church in Belvidere; Shelby Weishaar; Christi Weishaar, Shelby's mother; Dianne O'Brien, Shelby's grandmother; John O'Brien, Shelby's grandfather; and Rev. Dr. Thomas Feiertag, professor of theology at CUW.

**January**

**25**

Milwaukee Ale House/Grafton Alumni Networking Social, Milwaukee Ale House, 5:00-7:00 p.m.

**27-28**

66<sup>TH</sup> Annual Concordia Invitational Tournament, Concordia University, Nebraska







CUW students Shelby Weishaar and Sarah Geboy take a break from studying on the bluff.

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# February

**09**

Servant Leader Roundtable Discussion,  
Lake Shore Room,  
7:30-8:30 a.m.



# March

**05-11**

Week of Service

**08**

Wisconsin Club Social/Milwaukee Bucks,  
vs. New York Knicks

**13-17**

Spring Break

# PURPOSEFUL GROWTH

## COMING SOON: A BUILDING FOR INNOVATION, COLLABORATION, AND COMMUNITY

By Cathy Melan, Contributing Writer

Photography by Jeffrey Phelps



**A** new academic building will be coming soon to the Concordia University Wisconsin campus. It will house the School of Business, and invite collaboration among all the disciplines (health care, education, art, and science) with the purpose of infusing Christian business ethics and free enterprise principles to prepare graduates for the workforce. In addition, the space will encourage University-derived innovations and entrepreneurship initiatives for the efficient delivery of health care and the continuous improvement in health care and education, as well as other social innovations, to positively impact the well-being of our society.

The 86,000-square-foot building will extend from Luther Hall and be visible from the University's main entrance. State-of-the-art features include incubator and collaboration space, innovative learning classrooms, educational technology, specialized labs, simulation rooms, and a mock courtroom and crime scene lab — all providing students with experiential learning opportunities to help hone their skills.

Health care is an area of focus among Concordia's innovation and entrepreneurship initiatives; half of Concordia's six schools are in the health care disciplines. Thereto, the first floor of the building will be dedicated to the Center for Interprofessional Health Care Innovation and an adjacent incubator space ("Collaboratorium"), as well as an Interprofessional Rehabilitation Clinic. School of Business faculty and students will provide their business expertise to help in the formation of new businesses (in the incubator), which will provide free-enterprise health care solutions. The Interprofessional Rehabilitation Clinic is designed to be a functioning, model health care business, co-managed by health care and business faculty, along with students in the School of Business' growing Health Care Administration program.

Throughout the building, The Wisconsin Entrepreneur Exhibit will be featured. Each exhibit will profile an entrepreneur, their story, and their values, in order to inspire the next generation of ethical business leaders.

A large multi-purpose event space is an

exciting feature of the building and will accommodate large events, such as speaker series, conferences, and large business plan mentoring or pitch events. The venue will have a spectacular view of Lake Michigan, with food service and "fun" collaboration space, which will further encourage a community of people — students, alumni, faculty, and the greater business community — to gather there. Adjoining rooms will facilitate small group breakout sessions.

This new academic collaboration building is meant to serve as a hub for innovation, entrepreneurship, and transformational learning experiences that support the empowerment of the next generation of leaders, change agents, and entrepreneurs who will bring Christian ethics and ethos to solutions that will positively impact the world. ■

Right: More than 700 students, faculty, and staff gathered to stake out the footprint of a new academic collaboration building project.





# SOLID FOUNDATION

BY LISA LILJEGREN AND KALI THIEL, UNIVERSITY AFFAIRS  
PHOTOGRAPHY BY JEFFREY PHELPS AND PATRICK FLOOD



*Dr. Steven Montreal is dean of Concordia University Wisconsin's School of Arts and Sciences.*

and effectively, analytical fluency, and an understanding of citizenship — all part of the curriculum in the School of Arts and Sciences.

Concordia University Wisconsin has a long heritage as a liberal arts institution and will continue that legacy into the future. The benefits of a liberal arts education are many: strong critical thinking and problem-solving skills, the ability to communicate clearly

We firmly believe in an education that is multi-disciplinary, addresses topics across time and cultures, emphasizes the importance of scientific literacy, values the humanities as disciplines that can ennoble and enlighten, teaches students to write with purpose and for multiple audiences, and acknowledges the role of faith in the acquisition and application of knowledge.

At CUW, all of our undergraduates benefit from a strong core curriculum and liberal arts foundation. In fact, other programs and majors build on and supplement those foundational skills. By combining the strengths of both the liberal arts and the professional programs, this approach leads to a quality education that prepares students to live and thrive in the 21st century.

However, we live in a time when the value of the liberal arts education is again being questioned in mainstream America, given today's economic climate. Worries about finding and obtaining a job quickly are leading many to focus more on specific, technical training. But there is a danger that such training reduces us to merely utilitarian beings. I believe the prospect of getting that first job (and future jobs) — in addition to discovering one's calling, one's vocation — is enhanced with a liberal arts education. CUW produces graduates who will be agents of change, capable of adapting and thriving in an era of rapid technological progress; and who also make good neighbors.

This mindset is shared by our faculty. At a time when many are questioning the worth of a liberal arts degree, five faculty members offer up their commitment to the approach.



**Dr. Brian Harries,**  
*Associate Professor of English*  
Years at CUW: 7

**Q: Who from your discipline inspires you?**

**A:** Shakespeare. He lived 400 years ago and dealt with the same big questions that we're still grappling with today. Topics like faith, government, race, gender, and nationality were all common themes in his works. He asked the big questions and then, through his characters, made them accessible to the average person. He was like a modern movie director. To this day, we can still see ourselves and our problems in his plays.

**Q: Once you teach them how to think, there's no limiting what they do. Knowing that, what is an unexpected job one of your former students went on to do?**

**A:** English majors tend to make great strategists. A number of my former students work in business and content strategy. They're a diverse group of graduates, who tend to be critical thinkers and can empathize with people because they've studied characters, cultures, and ideas. On top of that, people who can write well are in high demand in every industry.

**Q: What is a liberal arts stereotype you'd like to debunk?**

**A:** The idea that liberal arts has nothing to do with real life. It's all real life. Liberal arts is our cumulative knowledge — what we've come to know as humans and how we've come to know it. It's an ongoing and multigenerational project, and it's something we all contribute to.

Liberal arts is the study of the world around us, the study of God who created and redeemed it, and the study of people who live in it. Knowing how all of these intersect allows us to make a positive impact through our lives. ▶



**Dr. Susan Mobley, Professor of History, Department Chair**  
**Years at CUW: 18**

**Q: Who from your discipline inspires you?**

**A:** I talk about St. Augustine a lot, especially his “Confessions and City of God,” because his view of history is so meaningful for Christians. He emphasized that we are members of two kingdoms: the City of God and the City of Man. That’s the essence of the liberal arts approach: to help students cultivate their gifts, and develop a better understanding of themselves and others. This inspires them to serve in the City of Man and to look joyfully toward the City of God. We need to encourage students to do both.

**Q: How do faith instruction and the liberal arts approach intersect?**

**A:** There’s a history of everything. When we study the Renaissance, we talk accounting, and when we talk about Aristotle, we discuss political science. All knowledge is interconnected.

The liberal arts tradition we follow is from a Christian perspective. The ancient Greeks and Romans used liberal arts to prepare people for public service. In the Middle Ages, the primary focus of liberal arts was to prepare clergy for service to the Church. Then the Reformation came along. Luther saw the importance of preparing people for both public service and church work. Luther favored education for the clergy, but he believed that all Christians need to be educated and prepared to help serve the Church in whatever vocation God calls them.

**Q: What is a liberal arts stereotype you’d like to debunk?**

**A:** That the study of liberal arts is just the humanities. The liberal arts actually include the sciences, too. So a degree in liberal arts is the “both-and” option. In the liberal arts, students have the opportunity to explore all kinds of disciplines, and this makes them well-rounded and encourages them to be lifelong learners.

**Q: Who from your discipline inspires you?**

**A:** My father-in-law was my pastor and a true father in the faith. He was also a magnificent scholar. The parsonage was always filled with books, ceiling to floor. He loved words — above all, God’s Word — and he taught others to love those words, too. So when I was growing up in the parish, there was a culture of learning and knowing things, especially Christ. For me, my pastor modeled learning as a way of life.

**Q: As higher education costs continue to rise, some are moving away from a liberal arts approach. Why does it still matter?**

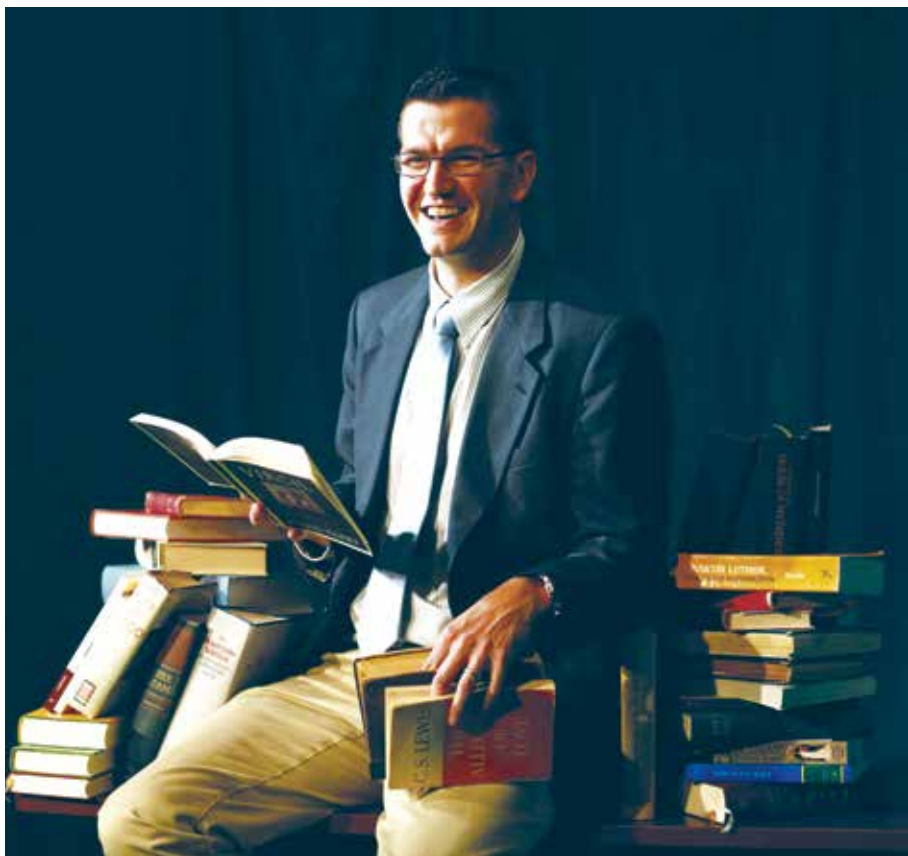
**A:** We’re seeing on a grand scale within the United States the need to defend those things that need no defense. Liberal arts is not a fad. The entire course of Western culture has been shaped by the approach.

Universities, as well as parents and students, that move away from a liberal arts approach will have to consider what they’re sacrificing. College used to be for bettering one’s self as a human being. Now there are pressures to go to college only to get a job, as quickly and as cheaply as possible. But I believe the school that invests in the liberal arts truly invests in the student by seeking to train their whole person.

The value of that kind of education is a real question that Concordians are going to have to wrestle with, knowing the financial commitment involved. So is a liberal arts education worth it? I believe it is, and the character and quality of our students confirm it.

**Q: How do faith and liberal arts intersect?**

**A:** There are two approaches to liberal arts: those who are constantly searching and never finding, and those who are searching and constantly finding. The pagan philosophers pursued truth but were left in doubt about eternal things. Christianity says that this Truth that you’re after has appeared among us, in the flesh. Christ, lying in a feed trough and hanging on a cross, is the same Christ in whom the substance of all things hold together, and this just gives total concreteness to our studies.



**Rev. Jason Lane, Assistant Professor of Theology**  
**Years at CUW: 4**

**Dr. Don Korte,**  
*Chairman of the Department of Natural Sciences*  
Years at CUW: 22

**Q: Who from your discipline inspires you?**

**A:** Francis Collins, a physician-geneticist and director of the National Institutes of Health (NIH), is arguably the premier scientist in the country. He is an evangelical Christian who converted to Christianity from atheism after a patient asked him what he believed in. He is an inspiration for me as to the effectiveness of God's Word among the finest scientific minds today.

**Q: As higher education costs continue to rise, some are moving away from a liberal arts approach. Why does it still matter?**

**A:** Liberal arts promotes lifelong learning. Professional tracks often focus on the latest tools and current best practices, but these necessarily change. People who are educated in the liberal arts learn to become critical thinkers and problem solvers who are better able to adapt in our rapidly changing world.

**Q: How are liberal arts evident or manifested in your classroom?**

**A:** Much of biology deals with ethical questions. This is a primary focus of our senior seminar. Last year our focus was the scarcity of fresh water around the globe. Scientists must not only work to solve these types of problems, but they must also be aware of the societal ramifications of their work. Concordia University Wisconsin, with its strong Lutheran tradition of emphasis in the liberal arts, nurtures this awareness.



**Professor Antoinette “Toni” Spencer,**  
*Assistant Professor of Computer Science*  
Years at CUW: 2

**Q: Who from your discipline inspires you?**

**A:** I know this probably sounds cliché, but I would have to say Steve Jobs. He took an idea and ran with it. He inspired me to be great, innovative, creative, and determined. Having an innovative mindset like that, I think, doesn't come without having an analytic and curious mind, and that's the goal of a liberal arts education — to train people who can innovate.

**Q: As higher education costs continue to rise, some are moving away from a liberal arts approach. Why does it still matter?**

**A:** A liberal arts degree provides students with a solid, well-rounded education. Understanding a broad range of disciplines allows students to become effective members in society and in the workplace. They learn to think, analyze, strategize, and assess risks before they respond to a situation. The institutions that teach students only “how” to do something lose the true understanding and reasoning as to why something happened, and why the solution chosen works best. It's not just about knowing how to do something, it's why, and liberal arts provides that.

**Q: What is a liberal arts stereotype you'd like to debunk?**

**A:** Computer science is all about creating tools and devices that are helpful to people. In order to truly help people, we need to have a better understanding of people — how they operate, what motivates them, what their needs are. That understanding comes from learning a broad array of subjects and topics. A liberal arts education teaches people not just the technical skills but how to think beyond, how to problem solve. What good is knowing how to fix something if you can't understand the problem that needs to be solved in the first place? ■



# ALL-ACCESS PASS

CUW students plug into the multi-billion dollar sporting industry

By **Rachel Ferry**, *University Affairs*  
Photography by *Jeffrey Phelps*

**C**oncordia University Wisconsin is putting a full court press on experiential learning opportunities for students in the sport and entertainment business program.

Along with the fun of touring locker rooms, visiting front offices, and snapping selfies from the fields of the most well-known arenas in the nation, students are rolling up their sleeves to work internships throughout the country and in Canada at the most renowned events in sports.

For the students in the School of Business Administration's largest program—and Concordia's fastest growing program over the past three years—some of those events have included the NFL Super Bowl, the NBA All-Star Game in Toronto, and the 2016 Summer Olympics with NBC Sports.

“The industry of sport and entertainment business globally produces over \$900 billion per year,” said Joey-Lynn Bialkowski, director of the department of sport and hospitality business at CUW. “The layers of this industry are vast, and we educate our students to understand the areas within those layers that are needed to make events, iconic teams, or well-known brands a reality.”

In 2010, CUW began offering classes to business students who had interest in careers in the sport and entertainment realm. Bialkowski was working at another university at the time, but was recruited to CUW to turn what was then a sport and recreation minor into a major program offering. She has shepherded the program from its start.

A couple years later, the School of Business Administration decided to begin offering sport and entertainment business classes at CUAA. This was before Wisconsin and Ann Arbor had officially become one university; what they did to align the curriculum and offer a new program hadn't been done before, said Bialkowski.

Bialkowski used video streaming capability from Wisconsin to Ann Arbor in the beginning stages of the program when only a handful of students were enrolled in the classes. ▶





Professor Joey-Lynn Bialkowski mentors SEB student Ben Rennie, who participated in a program internship with the Lakeshore Chinooks last year and was hired as a sales associate with the organization over the summer.





Not long after, Bialkowski embarked on a new professional lifestyle to do everything she could to continue momentum on both campuses, building a solid foundation for programs that had vast potential to grow rapidly. Bialkowski rotated her location every two weeks between Wisconsin and Ann Arbor, video conferencing classes back and forth.

Today, the SEB program at Wisconsin is as booming as its industry.

A few years have passed since those first classes were held in 2010, and SEB is now one of CUW's most populated programs. Bialkowski attributes the success of the program to advisory board guidance and strategy, dedicated faculty on both the Wisconsin and Ann Arbor campuses, and strong relationships to industry professionals.

"The School of Business Administration preaches the power of networking to our students in every program," said Bialkowski. "It is because of a series of networking connections that SEB has been able to partner with companies that are global leaders in sports travel and event management."

From the fan and hospitality experience of the NCAA Final Four and College World Series to the blue carpet of the Wisconsin Sports Awards, Concordia students are not only having experiences of a lifetime, but they're gaining practical knowledge and application that they can include on their résumés, giving them an advantage over other applicants for future internship and career opportunities.

"The students challenge me every day. Selfishly, they keep me young, but more than that I have to remain current in this vocation that I love, so that the information I'm sharing

## All-Access Opportunities 2015–2016

June 2015  
NBA Alumni and NBA Cares  
Full Court Press Event  
Detroit, Michigan

November 2015  
NBA Alumni  
Legends Conference  
Uncasville, Connecticut



February 2016  
NFL  
Super Bowl 50  
San Francisco, California

February 2016  
NBA  
All-Star Game  
Toronto, Canada



with them is credible,” said Bialkowski, adoringly known by her students as “Professor B.”

In addition to SEB, Bialkowski also chairs the hospitality and event management (HEM) program at both Concordia University in Wisconsin and Ann Arbor. HEM is another industry that produces billions of dollars annually. Both SEB and HEM will often intersect, as do their industries, giving students complete perspective of the vast career opportunities in these fields.

“From human resource management and compliance within hospitality and sport organizations to the facility, fan zones, and food and beverage experiences, the list goes on forever on all of the different facets that students need to be aware of,” said Bialkowski. “Our program is a very comprehensive curriculum spanning all those areas of specialization.”

Bialkowski says that while comprehensive curriculums and internships are preparing students for their careers in sport, it is the mission of Concordia and development taking place in mind, body, and spirit that’s preparing students for careers as Christian leaders.

Concordia students’ demonstration of strong character, responsibility, and professionalism at various internships has impressed industry professionals so much that the opportunities for students continue to increase.

“The phone rings and I think, ‘Where are our students going now?’” said Bialkowski. “Every decision I make as the director and chair of this program is to enhance students’ learning, opportunities, and the pathways and pipelines that will lead them to achieve their professional goals and aspirations.” ■



## ALL ACCESS: JOE RAWLINGS ('16)

Joe Rawlings, recent alumnus of CUW, attributes his early career success in the sport industry to his experience in the sport and entertainment business program.

“My professors introduced me to an industry that uncovered a passion of mine for sports business,” said Rawlings.

He never thought that what he’s accomplished in the world of sports would be possible. Rawlings said he’s developed tools that he can use for the rest of his life.

“During my senior year, I wanted to go out with a bang,” said Rawlings. “I decided to apply for an internship position working with the NFL, assisting in the planning and marketing of Super Bowl events, and I landed it.”

Rawlings interned in San Francisco for Super Bowl 50 last February, just a few months before walking across the commencement stage. After graduation, Rawlings was hired as a sales associate for the Milwaukee Bucks.

April 2016  
NCAA  
Final Four  
Houston, Texas



April 2016  
Kohler Five-Star Forum  
Kohler, Wisconsin



April 2016  
ESPN  
Wisconsin Sports Awards  
Kohler, Wisconsin

June 2016  
USA 2016  
COPA América Centenario  
Chicago, Illinois

June 2016  
NCAA  
College World Series  
Omaha, Nebraska

August 2016  
NBC Sports  
Summer Olympics  
Stamford, Connecticut

Coming in 2017  
NCAA  
Rose Bowl  
Pasadena, California



# New Connections and Opportunities for Alumni

By **Jeff Bandurski**, *Contributing Writer*

*Photography by Jeffrey Phelps*



Rev. Randy Raasch and Kris Best were among the alumni who gathered at a rooftop event in August 2016. The event was one of the new ways Concordia is continuing to engage and celebrate its alumni.

Alumni of all ages enjoyed a rare opportunity to socialize on the rooftop deck at the Milwaukee Athletic Club on August 8. Hosted by Concordia University Wisconsin's Alumni Association Council, this end-of-summer event welcomed more than 50 alumni and friends for an evening of networking and reconnecting with their alma mater.

Among the guests were members of the Council's newly formed executive committee, including Chairperson Rev. Randy Raasch ('78), pastor at First Immanuel Lutheran Church in Cedarburg, Wisconsin; President Chez Misko ('96), COO of the Milwaukee Athletic Club; Vice President Kris Best ('93),

vice president of finance at BVK, an advertising agency in Milwaukee; Celeste Cuffie ('06), career coach and consultant; and Benjamin Rohde ('09), director of career services at CUW. Michelle "Mickie" Wagner ('96) is the director of alumni relations at CUW and serves as the University liaison to the Council.

"I've met so many alumni who share a common vision of connecting with each other," said Best. "As a parent of a high school student, I'm especially excited that the Council is focusing on mentorship opportunities. It will be rewarding to help connect CUW students with alumni in their field of study to help them find meaningful work and a common bond."

According to Wagner, CUW's alumni are responding to the new energy. More than 1,100 alumni recently completed a University survey, and identified that they desire more networking and career development opportunities.

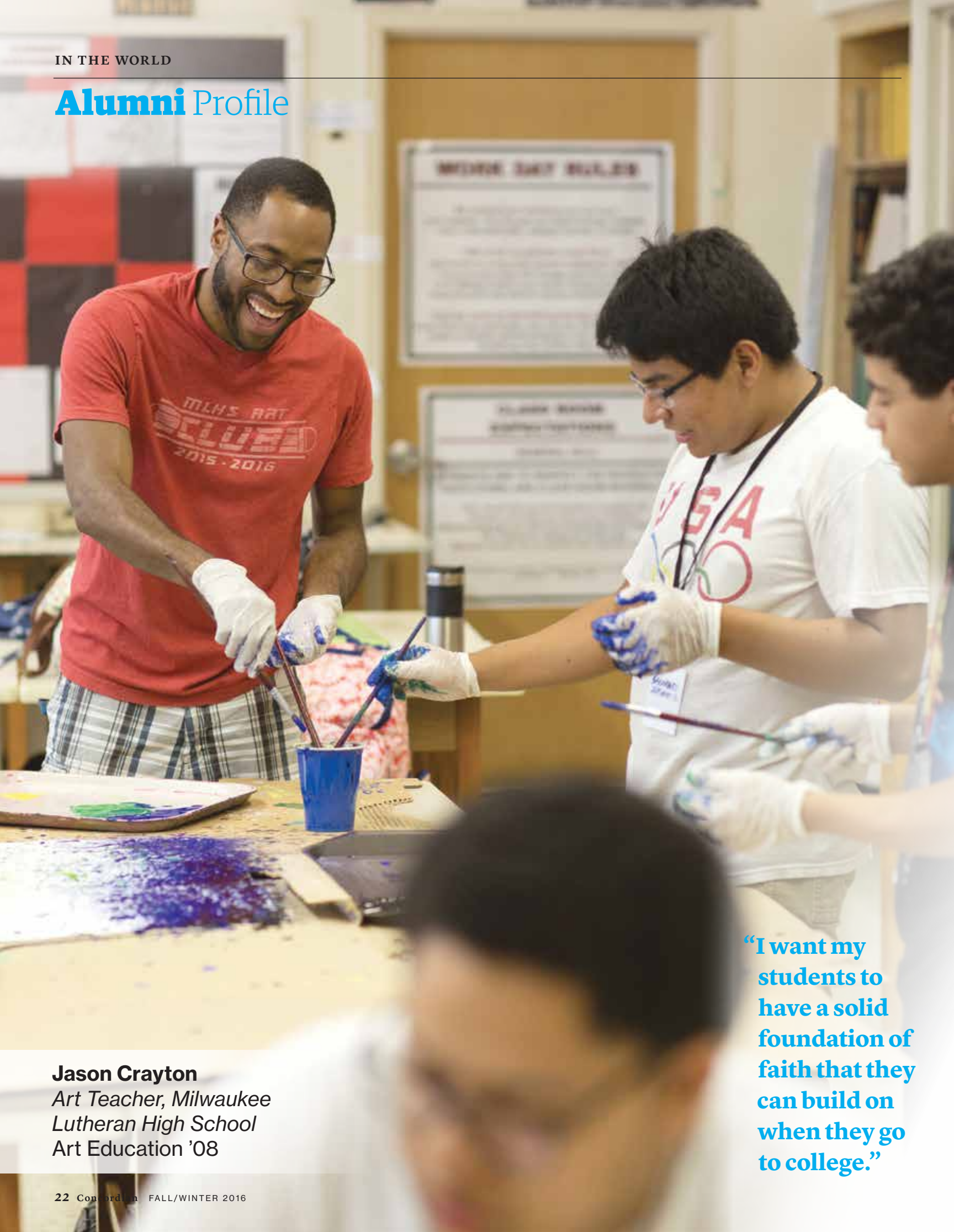
Next month, the Alumni Office, under the advisement of the Council, is planning a soft launch of CUWConnect.com, an innovative social media platform, where students and alumni can connect for mentorships, and career and community opportunities.

The Council is currently recruiting mentors and event volunteers. For more information, please contact Michelle Wagner at [michelle.wagner@cuw.edu](mailto:michelle.wagner@cuw.edu).



Others who attended the August alumni event included Celeste Cuffie (top photo); Chez Misko, Alumni Association Council president (bottom left); and Mark Scholz (bottom right).

# Alumni Profile



**Jason Crayton**  
*Art Teacher, Milwaukee  
Lutheran High School  
Art Education '08*

**“I want my students to have a solid foundation of faith that they can build on when they go to college.”**

## Alumni Profile

# Called to Create

By **Rachel Ferry**, *University Affairs*  
 Photography by *Jeffrey Phelps*

### Q: What's your fondest memory of CUW as a student?

**A:** I was an RA at Concordia for three years and loved it! I felt like I had a major influence on the culture and community within my hall. I still talk to residents of mine from Wittenberg and Coburg.

My art classes are also fond memories. The classes were smaller, so I could easily connect with my peers and professors, and feed off of their energy in class.

### Q: How did CUW equip you for your current vocation?

**A:** CUW taught me skills within the art curriculum that I now teach to my students, such as artistic approaches and techniques, or working with different mediums. But much more than that, CUW instilled in me a Christian worldview that I apply daily to my teaching. I want my students to have a solid foundation of faith that they can build on when they go to college. Hopefully that is to my alma mater, CUW!

At Concordia, the relationship I had with professors allowed me to be a better artist because of their intentional feedback. I try to be a relational teacher like that, too. I started an art club after school, where students can make art and do things without the pressure of being graded. It gives me an opportunity to connect with them outside of class.

### Q: Why did you want to become a Lutheran high school teacher?

**A:** Well, I was once a student here at Milwaukee Lutheran High School. I remember from experience that high school is a formative time, so having a focus on helping students grow in their faith and build a relationship with Christ is the most meaningful part of being a Lutheran high school teacher.

Teaching is also a way to honor my brother. He was a student at Milwaukee Lutheran when he passed away, and he always wanted to be a teacher. Now I have been called to teach here. It's really cool how God works.

### Q: What inspires you most as you go into work each day?

**A:** Each of my students has different talents and gifts. They create art in new ways that allows them (and me) to see God's creation from a unique perspective. Art is cool because God works through his creation, the students, to create more beautiful things. I hope that some of them are inspired to continue studying art at Concordia, like I did, and continue to glorify God through the art they create.

## FutureAlumPosts

@JMitch34 "Best Stage Host Team Ever!!!  
 #NYG2016 #CUselfie"



@alexcallaway16 "My campus is amazing  
 #cuw #thebluff"



@joeylynn99 "Talk about networking... this morning our Intro to Sport & Entertainment Business class had Breakfast with the Board talking industry trends and best practices  
 #CUSEB #CUW #TomorrowsLeaders"



# AlumNotes

## 2000s

### Achievements



**Christopher Biesboer** ('15) was the recipient of the prestigious Elijah Watt Sells Award, given to

individuals who have received the highest scores in the nation on the Certified Public Accountant Exam. He now works at the Chicago-based audit, tax, and advisory firm KPMG.

**Todd Liefer** ('07) has recently been installed as associate pastor at Bethany Lutheran Church in Austin, Texas. He will be serving with Bethany's newly launched Acts 242 worship service.



**Chris Irish** ('04) currently teaches biology and is the wrestling coach for Lake Country Lutheran High School in Hartland, Wisconsin. Chris is married to **Bethany (Hoepfner) Irish** ('05). They have four children.

### Marriages

**Gabrielle (Burns) Jacobs** ('15) graduated with her MBA in 2015 and married Kurt Jacobs.

**Kelsey (Worrel) Metzger** ('15) and **Gabriel Metzger** ('13) were married on July 11, 2015 in Fort Wayne, Indiana. They currently reside in Grafton, Wisconsin.

**Matthew Paluchniak** ('12, '15) and **Samantha (Anacker) Paluchniak** ('12, '13) were married on October 17, 2015. Matt graduated in May 2015 with his doctorate and is employed at PT Plus in Milwaukee. Samantha graduated in December 2013 with her master's and works at St. Luke's Medical Center.

**Miranda (Steinbrecher) Gazza** ('14) married Andrew Gazza on July 11, 2015 in their hometown of Iron Mountain, Michigan. Miranda is an occupational therapist at Aurora St. Luke's Medical Center, and Andrew works at Charter Steel. The couple resides in Fredonia, Wisconsin.



## 1980s

### Achievements



**Scott Piepenburg** ('84) recently published his sixth book entitled "Digitizing Audiovisual and Nonprint Materials" through Libraries Unlimited.

## 1970s

### Achievements



**Lynn Frederick** ('75) retired from aerospace engineering in 2003 and is now earning another degree. She is a Donovan Scholar at the University of Kentucky and working on a Bachelor of Fine Arts.



**Peter Kurowski** ('72) released his ninth and 10th books this year, "Pets in Paradise" and "The God Who

Showed Up." These books reveal the coherent cosmic comfort that Jesus brings.

**Bruce Linderman** ('70) and his wife, Lois, recently went to Hawaii to celebrate 45 years of marriage. He also celebrated his 40th year in the Holy Ministry this year. Bruce and his wife retired in 2012 and now serve vacancies around Montana.



### CUW wants to hear from you!

What are you up to? Did you marry recently or give birth to a child? Did you receive a big promotion or travel the world? We want to know! Please email your update, with a high-resolution photo if possible, to [alumni@cuw.edu](mailto:alumni@cuw.edu) or via our Web link at [cuw.edu/alumni/stories](http://cuw.edu/alumni/stories). With your permission, your update may appear on the CUW Website, and in the print and online versions of the *Concordian*.

Go to [cuw.edu/alumni/events](http://cuw.edu/alumni/events) for alumni resources, programs, and information on upcoming events, including:

- Fireside Theater — throughout the year
- Alumni Chinooks games — summer
- Concordia Servant Roundtable — second Thursday of each month



# Advance



3



4



5



Beginning when children are very young, we teach them to tell the truth. As adults, we understand that truth and integrity are closely linked. For a person to be someone of good character, truth and integrity are essential qualities.

The same is true for organizations and institutions. This should be especially true for places of higher learning, where minds are being filled and formed. And nowhere should this be more true than at a university that claims to teach and follow Jesus Christ. Christian universities are and should be held to the highest standard of truth and integrity in all they do.

At Concordia University Wisconsin, we consider truth and integrity to be a vital part of the solid foundation upon which we are built. As a place that seeks to “help students develop in mind, body, and spirit for service to Christ in the Church and the world,” Concordia boldly shares the truth of God’s love and grace with all of our students.

Many of the University’s alumni, friends, and community advocates find this to be one of the reasons why they can confidently recommend Concordia to future students and why it warrants their financial support. In this way, they help advance the mission of Concordia to current and future generations.

To everyone who walks with us in this mission, we extend our heartfelt thanks. We are also bold to request that you continue to encourage prospective students to consider Concordia as they weigh their options for higher education. And we also humbly request that you consider lending your financial support to Concordia so that we can provide the scholarship aid needed to make a Christ-centered education possible. Every gift, whatever the size, helps students reduce the debt that they might otherwise carry.

The truth is, we greatly desire your help and support to fulfill our mission. Please join us in this life-changing quest.

**REV. DR. ROY PETERSON**  
*Vice President of Advancement*

# Christ in All Things

*“Pray without ceasing.” — 1 Thessalonians 5:17*

Have you ever had the question asked either by you or to you that goes something like this: “If prayer is communicating with God, and God knows everything we’re thinking so we can communicate to God/pray without speaking—by just thinking—how does God (or how do you!) know when you’re praying (and not just thinking)?”

Well, the answer lies in intentionality. When we’re being intentional in thinking thoughts (a prayer) to God, He knows. But what about when we *aren’t* thinking about Him knowing what we’re thinking? In His omniscience, He still knows! So sometimes we’re comforted and sometimes convicted in the thought of God knowing all our thoughts (depending on what we’re thinking).

That dynamic has helped me think through a passage like the simple and yet profound “pray without ceasing.” How can you possibly be praying all the time? In some ways, I think that passage is simply the call to be more aware of God’s presence with us throughout the day—not just when heads are bowed or hands folded. So praying without ceasing is, in a sense, seeing God as more of a part of our everyday activities.

That’s something we get to highlight and talk about at Concordia University Wisconsin: that Christ is in all things. He’s certainly with us when we’re in Chapel and theology classes, but also when we’re wrestling with a challenging homework assignment, struggling with a thorny roommate situation, trying to make it through a difficult athletic practice, worrying about money, and, and, and ...

There’s a blessing from the old Lutheran Vespers radio program that Rev. Dr. Walter Wangerin, Jr. used to do that’s a wonderful reminder of this. He would conclude with: “As you go on your way, may God go with you. May He go before you to show you the way, behind you to encourage you, beside you to befriend you, above you to watch over you, and within you to give you peace.” Basically, God is with us in every way possible.

So I pray (without ceasing, even) that you’re ever more able to look for (and find!) that Christ is in everything ... even as we continue to do each day at CUW.

**REV. STEVE SMITH**  
*Campus Pastor*



Then



&



Now

Concordian  
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University Affairs, **Angela Sjolund**

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**Above**  
Then:  
The Nest, the 1960s.  
*Photo courtesy of CUW archives.*

**Now:**  
The Nest, 2016.  
*Photography by Patrick Flood.*

# CUW

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