

Civitas

CENTRAL COLLEGE ALUMNI MAGAZINE

BUSINESS MINDED
Entrepreneurship thrives
among alums

**RIGHT-BRAIN
MASTERS**
Fine arts professionals
make their mark



» PLANTING THE SEEDS FOR STEM

Unleashing our Creativity

by Mark Putnam, Central College president



For Central students, being creative is a part of all disciplines, from art to business management.

One of the most widely watched TED Talks is focused on the subject of education. For those not familiar, TED, which stands for Technology, Education and Design, produces brief online video lectures and presentations on a wide range of topics that explore emerging trends, describe interpretive frameworks and challenge conventional wisdom. The popularity of these online videos is a reminder of how much our society craves thoughtful discourse on important topics.

Sir Ken Robinson offered a TED Talk in 2006 entitled, “Do Schools Kill Creativity,” which has been viewed more than 20 million times. He is a noted author and speaker on the subject of education and advises many organizations and governments around the world. His humorous style and quick wit have made

him a popular and influential thinker. Robinson argues we have evolved an educational system that has driven away creativity in service of conformity. In fact, he notes, “We are educating people out of their creative capacities.” In his view, creativity should be as important as literacy in the foundation of our educational efforts as a society.

For some, the concept of creativity is too vague to be of any real use. Robinson’s definition of creativity, however, is helpful:

“Creativity is the process of having original ideas that have value.”

Original ideas, in turn, grow from interactions among academic disciplines, professional fields of study, creative inquiry, encounters with others and experience in practice settings. It sounds

a lot like the richness of experience we find in a liberal arts college, particularly Central College.

The diversity of experience we create for our students is among our greatest strengths. I often hear from students as they complete their time at Central that they “can’t believe they got to do so many things.” Societal pressures are seeking to create even more conformity in higher education and less creativity. This is a reality we cannot accept. Our mission is to propel students into a future they have not fully imagined or articulated.

It is also essential we make room for mistakes. Our society has stigmatized mistakes, forcing many to conclude that taking a risk is not worth it. As Robinson puts it, “If you’re not prepared to be wrong, you will never come up with anything original. We must teach our students to be resilient in the face of failure, which inherently requires that they encounter failure along the way.”

In the broader landscape, if we can find a way to break through the tyranny of educational conformity in our society, we can make it possible for the emerging generation of students to tackle the challenges they will invariably find as they age into leadership. Our task will be to educate them into creativity—not out of it—as they will need to find novel solutions to seemingly intractable problems. They need our help to prepare for the future, which will only happen if we have the courage to unleash our own creativity and break the mold of conformity before they fall under its tyranny.

Read more of Mark Putnam’s writings in President’s Corner at civitas.central.edu.

Civitas

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Civitas is published quarterly by the Central communications office for alumni, parents and friends of Central College. For information on the Civitas mission, visit civitas.central.edu.

Civitas (USPS 096-840) is published by Central College, 812 University, Pella, IA 50219-1999. Periodicals postage paid at Pella, Iowa, and additional offices.

Postmaster: send address changes (PS 3579) to Civitas, 812 University, Pella, IA 50219-1999. Address changes also may be sent to alumni@central.edu.



Production notes:

Corniche is elemental chlorine free (EFC). Civitas is printed with a soybean-based ink by Town Crier, Pella, Iowa.

CIVITAS.CENTRAL.EDU
 641.628.9000



Wade Steenhoek, director of the Entrepreneurship Program, believes in a hands-on approach to learning.

spring 2014 contents

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PLANTING THE SEEDS FOR STEM

Central also plays host to various STEM events, such as the iExploreSTEM festival.

Photo: Linda Stelter

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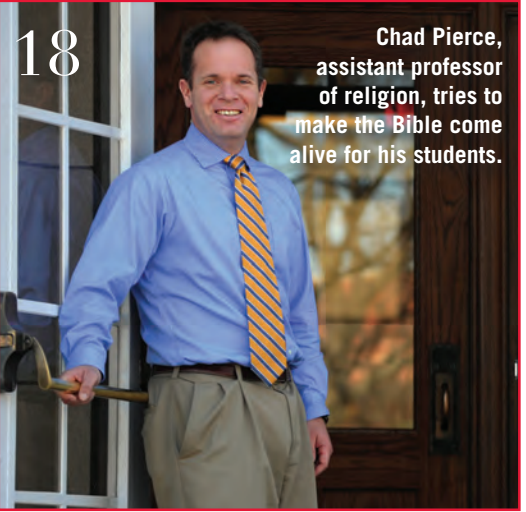
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Central grads are finding success in the realms of art, theater and music.



Chad Pierce, assistant professor of religion, tries to make the Bible come alive for his students.

Master of humor tells stories on campus



Author, actor and playwright Kevin Kling visited classes to demonstrate the power of humor as a storytelling tool.



All eyes were on Kevin Kling, waiting for the next gut-buster, and he definitely didn't disappoint during his Writers Reading appearance Feb. 20. Kling performed a variety of essays and anecdotes on family life, softball, Christmas and prayer, all threaded together through his master storytelling.

Sophomore Courtney Nelson attended the performance. "I found his humor to be something that appealed to a wide audience because it was generation-less," Nelson says. "I also loved how he used humor to evoke meaning."

Kling, a storyteller, actor, playwright, author and essayist, spent Feb. 17-22 in residence at Central visiting classes, teaching workshops and performing in Central's Writers Reading series and his one man show "Breakin' Hearts and Taking Names." Kling's production "The Ice Fishing Play" was also performed by Theatre Central from Feb. 26-March 1.

Kling visited Joshua Doležal's Personal Essay class while in residency. To prepare for Kling's visit, the class read three of his essays from his book "The Dog Says How." Doležal says, "Kling is a master of pacing. He's not purely an entertainer. He's also a thinker. And the magic of his performance is that he makes us think while we're laughing." Kling's performance ability brought his stories to life, allowing the listener to enter into the narrative.

"I'm forever trying to explain to classes what it means to cast a spell on a reader, to make a reader yearn for nothing more than the next word, the next sentence, the next page," Doležal says. "Kling exemplifies this talent more than any performer I've seen."

ANTHROPOLOGIST-IN-RESIDENCE CYNTHIA MAHMOOD

Cynthia Mahmood visited campus March 10-13 as the Frank Moore Visiting Anthropologist-in-Residence. The scholar, author and former Central College professor detailed her research, which has focused on religious motivations for militancy and the anthropology of violence, war and peace, terrorism, guerilla warfare and language and culture.

Mahmood, associate professor of anthropology at the University of Notre Dame, attended a number of classes, including Jeff Bass' Anthropology of Human Rights. He says students found her visit "inspirational." Bass says students expressed awe at Mahmood's bravery after her experiences with armed Islamic militants in Kashmir. In addition to visiting classes, Mahmood met with students and faculty and presented a lecture, "Religion and Conflict Resolution: Taking the Risk of the Face-to-Face."

An expert on India, she has conducted decades of research on the international Sikh community, including the movement for statehood, human rights in Punjab and Sikh religious issues. Mahmood has published a number of works, including the ethnography "Fighting for Faith and Nation: Dialogues with Sikh Militants."

Mahmood is a fellow of the Joan B. Kroc Institute for International Peace Studies and a fellow of Liu Institute for Asia and Asian Studies at the University of Notre Dame.

MLK DAY SPEAKERS

Central celebrated Martin Luther King Jr. Day with a convocation and service project. The campus welcomed alums Annie Wignall Foscett '10, founder of



Cynthia Mahmood inspired students by talking about her work in anthropology.

The Care Bags Foundation and educator, and Mollie Ibbotson Phukan '05, former Peace Corps and AmeriCorps VISTA member and outreach consultant. Both were featured speakers during the "Defining our Community" convocation, held in Douwstra Auditorium.

Following the convocation, students were invited to participate in a service project making tie blankets for The Care Bags Foundation. The organization's goal is to provide care packages filled with new essential and fun age-appropriate items for children and youth who are in need. Foscett started the foundation in 2000, when she was just 11 years old. The service project was funded by a grant from The Campus Compact.

STUDY ABROAD KICKS OFF 50TH ANNIVERSARY CELEBRATION

It's a year of celebration for Central's study abroad programs. In 1965, the first program was launched in Paris, and over the years many more opportunities have developed for students to gain international experience.

To kick off "A Year of Global Citizenship," Central held events during the week of March 24 including receptions with program directors both on campus and at locations around the Midwest. Alumni had the chance to meet with directors at receptions in Minneapolis, Des Moines and Naperville, Ill. Events will continue to take place throughout 2014 and 2015.

At a reception held in the Vermeer Banquet Hall on campus, students and staff mingled with international program directors and enjoyed the foods of the countries represented. With all program directors together in one room, the event presented an opportunity to learn more about Central's international programs.

Approximately 50 percent of Central students study abroad, compared to a national average of 14 percent. Central operates programs in Austria, England, France, Ghana, Mexico, the Netherlands, Spain and Wales.



Gabrielle Muse '15 and Nile Eckermann '15 helped make tie blankets.

Worst to first—Central surprises with men’s basketball crown

Photos by Dan Vander Beek



Under second-year coach Craig Douma, the Dutch were picked to place last in the Iowa Conference men’s basketball race but instead captured Central’s 17th championship.



Exactly no one saw this coming. But then again, no team in Iowa Conference history had previously made the leap from last place in the league men’s basketball race to conference champions the following year. The fact that league coaches in a preseason poll picked Central to finish last again made it even sweeter when the Dutch cut down the nets in Kuyper Gym in late February. Countless factors combined to transform Central from a 10-14 club a year ago to a 21-8 squad that was 11-3 in league play and won its first NCAA Division III tournament game since 1991. Topping

the list was a conference MVP year from 6-8 senior forward Matt Greenfield, an inside/outside threat who led the league in scoring (19.0 points per game) and rebounding (9.9) while posting 15 double-doubles, including a remarkable 30-point, 14-rebound effort in Central’s Feb. 15 road upset of preseason favorite Dubuque. There was senior point guard Kevin Kaerwer, who wasn’t even in the starting lineup a year ago, who joined Greenfield as a first-team all-conference pick after averaging 15.5 points and 3.8 assists, ranking second in the league. And junior guard Nile Eckermann, another first-year

starter, who led Central with 56 3-point goals while averaging 10.0 points per game. And forward Colby Taylor, named the West Region’s freshman of the year by D3hoops.com, after breaking into the starting lineup and recording three late-season double-doubles, including a 24-point, 12-rebound outing at Luther Feb. 19. And, unquestionably, intangibles played a role. It was a cohesive team, put together by tireless second-year coach Craig Douma, the league’s coach of the year. And not to be overlooked are the detailed game preparation and energy

provided by the return of assistant coach Joe Steinkamp ’03, who returned to Central after a year in private business in Sioux Falls, S.D. The conference crown was Central’s 17th, and the 11th since 1976, the most in the league. The Dutch, who also won the conference tournament for the second time, made their league-best 10th NCAA Division III tournament appearance, upsetting St. Olaf (Minn.) in the opening round, 85-72, before losing to the top-ranked host school, Wis.-Stevens Point, 76-71.

Central adds another NCAA title in men’s indoor track

Once junior Eli Horton grabbed the baton, there was little doubt that Central College was on its way to the school’s 32nd individual NCAA Division III championship. Competing in the men’s indoor track and field finals in Lincoln, Neb., Horton was anchoring Central’s distance medley relay team, joined by senior Austin O’Brien, sophomore Spencer Hammack and junior Drew Jackson. Horton began the 1,600-meter leg a few steps behind, immediately grabbed the lead and wouldn’t let go as the Dutch won by a wide margin and set an NCAA meet record of 9 minutes, 54.8 seconds. That’s nearly 5 seconds better than the old mark and easily surpassed the previous school record as well.

“It was an incredible effort,” coach Joe Dunham said. Horton came back to place third in the 3,000-meter run the following day while O’Brien was eighth and sophomore transfer Abi Davis was second in the women’s 60-meter dash, as they each received all-America honors. The Dutch women were 23rd in the team standings. Central finished 10th in the national team standings, despite being without junior Eric Larson, the 2012 national pentathlon champ who was sidelined by injury. Horton earlier was named Iowa Conference MVP, capturing the mile, 3,000 meters and 5,000 meters. But without Larson, the Dutch were 18.5 points out of first place, taking second. The Central women were fifth overall.

Page returns to NCAA wrestling tourney

Junior Daniel Page earned his second ticket to the NCAA Division III wrestling tourney, after placing second at 125 pounds in the Central Regional. At the national meet in Cedar Rapids March 14-15, Page won one match before being ousted. He finished with a 32-7 mark, his third straight 20-win season. Junior Tyler Lowy narrowly missed earning a berth, finishing with a 28-6 record at 197 pounds. Senior TJ Peretti was 23-11 at 149 pounds and sophomore

Photo by Dan Vander Beek



Central junior Daniel Page earned his second trip to the NCAA Division III wrestling tourney.

Aaron Anderson was 20-10 at 133. A young Dutch squad posted a 7-10 dual mark and placed seventh in the Iowa Conference.



Petersen named women’s basketball coach

Chelsea Petersen was named head women’s basketball coach at Central after serving as interim coach since August. Petersen, who joined the Dutch staff as assistant coach prior to the 2012-13 season, piloted Central to its highest victory total in the past decade, posting an 11-14 mark. She’ll again have the services of guard Kenzie Vander Molen, who earned first-team all-Iowa Conference honors for the Dutch as a junior this year. She was the league’s second-leading scorer with 16.2 points per game and was second in assists with 3.2. Vander Molen also received third-team all-region honors from D3hoops.com. She’ll be among three returning starters next year.



Women’s basketball has a new head coach.

WELCOME THE ROBOTS



Central hosts competition to promote computer science.

Robots are all around us these days. They exist as vacuums that automatically clean our floors and as components of cars that can park themselves. But while robots are functional and fun, the skills needed to build a robot and control it are also applicable in many other areas, according to Stephen Fyfe '87, professor of computer science at Central. To promote these skills, Fyfe and students in the computer science department helped host a robotics competition that allowed high school students to test their talents in programming and design, as well as their creativity and professionalism.

The robots arrived at Central on Dec. 14. Teams of students worked to build robots that were put through their paces during a game with a

"Block Party!" theme. The event, which included 24 teams from around Iowa, was a qualifier for the state competition of FIRST Tech Challenge. FIRST is a not-for-profit organization founded in 1989 to encourage young people to pursue education and careers in STEM (science, technology, engineering and math) fields.

Student teams are generally formed as extracurricular clubs at high schools, most often with a teacher serving as advisor. Fyfe says many teams also enlist a local business as a sponsor to help defray costs. In the fall, the year's theme was announced and students received a kit to start building their robot. They were required to stay within certain parameters, such as size, but were allowed to incorporate additional materials. Students could

choose to program the robots using either LabView or RobotC software applications.

On the day of the event, held in the Central fieldhouse, the teams competed in matches on a predesigned 12-foot by 12-foot field, completing tasks to score points. The game consisted of a 30-second autonomous period, in which the robot could only operate via pre-programmed instructions, and a two-minute driver-controlled period. Teams scored points through actions such as placing blocks into goal zones, parking on a bridge and raising a flag on a flagpole.

Central students were also busy on the competition day, managing the pit area where teams prepared and answering technical questions.

Other students worked to reset the competition area between matches, and two also aided the judges. In addition to a winner of the overall competition based on points, teams won awards for areas such as design and creativity. Central students worked with the judges to interview teams and provide input.

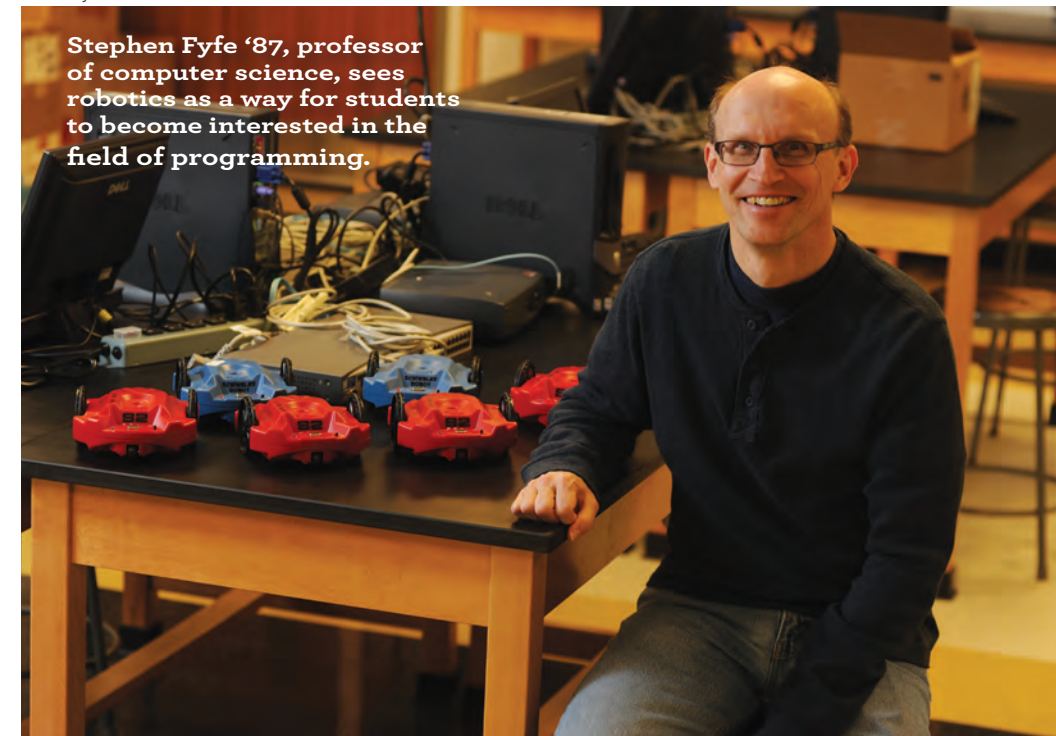
According to Fyfe, competitions like FTC provide a way to engage high school students in STEM and more specifically to involve them in computer science. "There aren't as many courses in computer science (in high schools) as there are in math and physics, so any exposure students can have at an earlier age is very important," he says. He cites a coming shortage of computer professionals and sees a need to get students interested in the field.

While team members learn the technical skills of working with a robot, they also gain broader skills in programming, design and engineering that can prove valuable in many fields. "This goes way beyond robotics," Fyfe says. The competition also introduced many students to Central College. "We wanted to show students that a discipline like computer science can be studied at a liberal arts college like Central," Fyfe says. "We want to get them thinking about Central as an option."

Not only do students learn important skills in computer science, they also learn what it means to be a courteous professional. FTC actually has a trademarked term for what it hopes to instill in young people: Gracious Professionalism. The idea encompasses emphasizing the value of others and respecting individuals and the community, all while doing high-quality work and competing to the best of their ability.

Fyfe says, "I really like that part of the competition. They learn how to work together, to be competitive and yet work with another team. So

Photos by Linda Stelter



Stephen Fyfe '87, professor of computer science, sees robotics as a way for students to become interested in the field of programming.

you see teams helping each other out even though later they might be competing against each other."

During the Central competition, three teams qualified for the state level, which was held in February at the University of Iowa.

This June, high school students will have another chance to explore robots during a workshop Fyfe is hosting on campus. Students entering grades 8-10 can take part in a robotics programming summer camp June 9-13. They'll learn how to program a robot using simple Python commands. Perhaps one day these students will use the skills they acquire to develop new solutions in computer science or engineering.



PLANTING THE SEEDS FOR STEM

Providing experiences with STEM fields early on is a goal not only of Central College, but also the state. Governor Terry Branstad formed the Governor's STEM Advisory Council in 2011, and Central College President Mark Putnam serves on the council's Executive Committee.

Central also plays host to various STEM events, such as the iExploreSTEM festival. In April, area 6th-12th graders were invited to Central's campus to take part in the festival, which included a variety of hands-on activities. The college worked with the local organization PEERS (Partnership for Excellent Educational Resources for STEM) to produce the festival.

Central students were able to share fun experiments and science principles with younger students. Corporate partners in the community also provided exhibits. Much like the robotics competition hosted on campus, the iExploreSTEM festival provided students with a window into the world of science, technology, engineering and math.



Central alumni find success with entrepreneurship.

ENTREPRENEURSHIP HAPPENS FOR MANY REASONS.

Sometimes it's born of necessity, while other times it results from years of planning and dreams. But three Central College grads seem to have one thing in common: a belief in what they are doing and a drive to follow through to make their businesses succeed.

Starting a business is risky. But these successful entrepreneurs were able to bring their visions to fruition. Skills they learned during college formed the foundation of their future enterprises, and today they are able to chart their own course in the business world.



Marc Poortinga '98 and his wife Ellen Gallinger Poortinga '04

perseverance pays off

Every experience counts. That's the message Marc Poortinga '98 has for would-be entrepreneurs. When he started his business in 2008, he drew from a variety of experiences in order to make it succeed.

With a partner, Poortinga founded Distinctive Custom Cabinetry in Phoenix, Ariz. The business provides a variety of high-quality, custom home

pieces including cabinets, closets and storage, millwork and ironwork. When the partners started the business, the economy was tough, but they saw that as an opportunity to grow with the market as it recovered. "You're ready to grow when the market's ready to grow," Poortinga says. "Actually the market was bad in 2008, '09 and '10, so we had a little longer tough times than we expected, but since then it's been really good."

After majoring in business management with a focus on finance at Central, he worked eight years for Pella Windows, then moved to a smaller company. Seeing both sides allowed Poortinga to understand how a business runs. "With the smaller company people wear so many more hats," he says. Both companies were in the window and door business, so Poortinga built up a large stable of knowledge in the industry, and when he moved to Phoenix, he made many contacts among builders that proved invaluable when striking out on his own.

Distinctive Custom Cabinetry routinely works on multimillion dollar properties, including the homes of the owner of the Arizona Cardinals football team and many athletes. "We provide custom cabinets and closets in-house, then we have our own custom wrought-iron fabricator who can custom design doors, railings and gates. One of our biggest advantages is we can offer builders a lot of services," Poortinga says.

When creating a business plan for Distinctive Custom Cabinetry, Poortinga drew on the skills he learned while studying his major at Central. Finance has been especially beneficial, and he says, "Debel Birru was my advisor, and I remember trying to decide between marketing and finance for my focus, and he steered me toward finance. I'm so glad because with owning your own business it's so important to have a really good base and knowledge of numbers."



"You have to have a lot of perseverance, because there are times when you really don't feel like you can see the end in sight, but you keep on pushing yourself and persevere through everything."

Marc Poortinga '98



As Poortinga learned, starting a business requires skills in a variety of areas. Working for different companies helped him become well rounded, and he stresses the value of internships. “Internships are so important, and any experience is better than no experience,” he says. “A lot of people want to get this big-time job right out of college. I think it’s more important to get really good experience and do as many different things as you can because it all ties back together.”

Distinctive Custom Cabinetry now has more than 40 employees, and the thought that the business provides for all of their families drives Poortinga to succeed. He says, “It puts a little more pressure on us, with 40-some people relying on us.” The business has a team mentality, which suits Poortinga just fine. He played football at Central and says that experience was also part of his professional development—it helped him understand the dynamics of working as a group.

He says in both football and in business “you have to have a lot of perseverance, because there are times when you really don’t feel like you can see the end in sight, but you keep on pushing yourself and persevere through everything.”



Distinctive Custom Cabinetry provides pieces for high-end homes.

Margaret Street '85 turned a pastime into a successful business.



stitching a business plan

Launching a business requires a stick-with-it attitude. That’s something Margaret (Debner) Street ‘85 has in abundance. She has stuck with her business idea for almost 30 years and through several moves from one city to another.

Street majored in home economics at Central, but she hadn’t thought about turning her passion for sewing into a business until a move to Chicago after graduation required her to come up with a way to make money. She decided to start an alterations and sewing business in her home. She named it Street Clothes, and in the beginning finding clients was the biggest challenge.

Street first tried advertising in the Yellow Pages, which led to calls, but not the type she wanted. “I was really young and naïve,” she says, citing callers who were more interested in discussing their legal problems than paying for alterations. But Street persevered, visiting shops like Jo-Ann Fabric and other sewing stores to leave her business card, and relying on word of mouth.

“I always tell people, I think either you’re an entrepreneur or you’re not. If you’re always thinking of different ways to solve problems; if you’re seeing how things could be improved, chances are you might be an entrepreneur.”

Chris Rouw '93



Clients began calling, and Street was able to build a substantial business. She’s kept it going through moves to Iowa City, Minneapolis and most recently to Ames during the past year. Throughout the many years she’s been in business and the many moves, Street Clothes has ebbed and flowed. “Over the years it’s kind of morphed into more business when I had more time, less when I had less,” Street says.

One of the best things about running her own business has been the ability to stay home with her children and still make an income. “What appeals to me the most is you can set your own hours. Now I’m going to school, so I can do it when I have time around my school work,” Street says. She is taking classes to obtain her teaching license.

Street also values the loyal clients she’s had over the years. “I had clients who were mailing their pants to me to hem when I moved from Iowa City to Minneapolis,” she says. Creating great relationships with customers is something Street has learned to do well, and now she’s doing it again as she works to reach new clients in the Ames area.

To others who might have the itch to start a business, Street says, “Absolutely, go for it.” However, she cautions that people don’t necessarily have to jump in and invest all their money and time right from the start. “I started slow and it just gradually picked up for me,” she says.

Street has managed to keep her business going through various stages of her life, as well as ups and downs in the larger economy. For her, doing something she is passionate about makes it all worthwhile.

valuable connections

Sometimes, starting a business requires flexibility. Chris Rouw ‘93 and his partners in Far Reach learned that lesson when they were launching their startup in 2007. The partners had worked together at an insurance company in Cedar Falls and decided they wanted to go into business for themselves. But deciding on exactly what that business would be required a bit of trial and error.

Rouw graduated from Central with majors in math and computer science. He knew he wanted to work in computer programming after taking a couple of classes in high school, and that feeling was reinforced during his first programming class in college. After graduation, he worked in Des Moines for five years at the Principal Financial Group, then moved to Cedar Falls with his wife.

While working at CUNA Mutual in Waverly, Rouw and some coworkers began talking about starting a company. Five of them developed a business plan to create software for K-12 schools, and in 2007 they left CUNA to found Far Reach.

But after doing some market research, the team learned that the K-12 software concept would be very challenging to implement. So, they changed course and began doing consulting work and building websites. This marked the beginning of Far Reach as a service and consulting company, specializing in web development, custom software and marketing.

But the company didn’t stop there. Rouw and partners began looking for opportunities to team up with people who had good ideas for businesses.

Chris Rouw '93 and his partners built a startup from scratch.



think like a problem solver

“What we look for is a collaboration where we can be the technical side and our partner is the subject matter expert,” Rouw says.

For example, Far Reach has invested in projects such as Mortgage MarketSmart, which provides a comprehensive mortgage market intelligence solution. Far Reach provided software and website development and has partnered with iEmergent on the project.

Rouw sees the creation of Far Reach as an opportunity to set his own path, though he says entrepreneurship requires sacrifices. “As a service company, instead of having one boss, or one or two people I report to, I’m working on behalf of many people. It’s challenging to keep those relationships going strong,” he says.

How can someone tell if entrepreneurship is the right path? Rouw says, “I always tell people, I think either you’re an entrepreneur or you’re not. If you’re always thinking of different ways to solve problems; if you’re seeing how things could be improved, chances are you might be an entrepreneur.”

But before people make the leap, he suggests they do their homework. “Talk to people who have been there and done that—get advice from people,” he says. One way Rouw has done that is to interact with other Central alumni. He’s connected with a number of other entrepreneurs over the years, as well as staying in contact with professors. “You need to have a team of advisers, people you can trust and you can go to,” he says.

Starting a business also requires good old-fashioned hard work and discipline, and Rouw says Central reinforced those things for him. “You have to have the base of hard work and you have to be self-motivated,” he says.



“Among college students, 60 percent say they want to start their own business someday, yet fewer than 6 percent actually do. I understand that gap now. They’ve never been given the roadmap of how you do it.”

Wade Steenhoek

Students learn the skills needed to drive change and see results.

Can entrepreneurship be taught? Yes, says Wade Steenhoek, director of Central’s Martin Heerema Entrepreneurship Program. The program aims to give students the tools they need to start a venture or, perhaps more importantly, apply that entrepreneurial mindset at any organization for which they work.

This means seeing different ways of solving a problem. Steenhoek says he wants students to learn how to “conceptualize something that doesn’t necessarily exist today, to see a different way of doing it and figure out ‘how can I solve this problem in a way that’s valuable to someone else?’ That’s what entrepreneurs do.”

And while these skills are valuable when starting a business, they are also vital for anyone working within an organization. Steenhoek cites a study by IBM that revealed the No.1 skill CEOs are looking for in employees is creativity. “That’s problem solving,” Steenhoek says. “They wanted innovators who could solve problems.”

Central’s program is working to instill those skills in students. The Martin Heerema Endowment in Entrepreneurship was established in 2007, funded by an endowment from Bruce and Sandy Heerema. Today, the program offers courses in various aspects of entrepreneurship, which can culminate in a minor for students.

Steenhoek joined the program in fall 2011, and he brought with him a plan to focus the curriculum on the real world of entrepreneurial skills. This meant less time spent



Central’s Entrepreneurship Program provides a place for students to explore starting their own businesses.

writing business plans and studying small businesses, and more emphasis on experiential learning. To make sure he used best-in-class curriculum, Steenhoek was certified in curriculum endorsed and funded by the Kauffman Foundation in Kansas City, a leading organization in entrepreneurship.

The program now begins with the course “Entrepreneurial Mindset” where students learn the basics of thinking like a problem solver.

“It is very experiential. It’s the best real-world practice they can get.”

Later, students can put their skills to the test during Startup Semester. In this advanced class, students learn about business models and actually start and operate their own businesses, making real transactions with real customers.

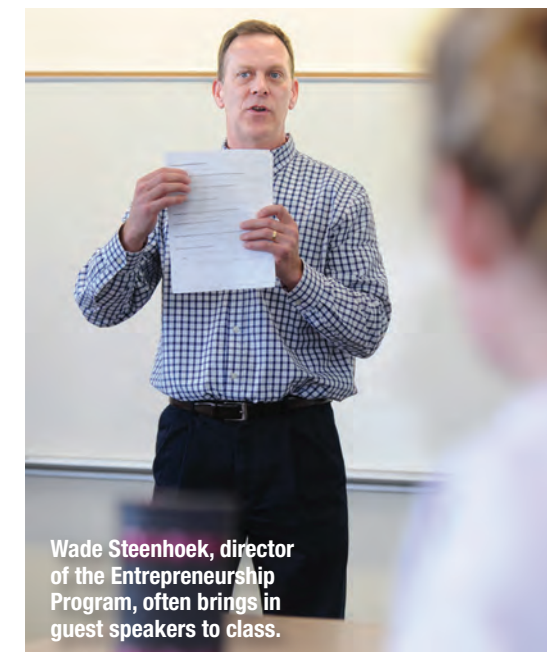
“During the semester they identify their market, their customer, how they’ll reach them and what’s unique about their product, and then attempt to sell their services. So it’s very experiential. It’s the best real-world practice they can get,” Steenhoek says.

The program isn’t just geared toward business students but instead has an interdisciplinary focus. Steenhoek wants to see students across all disciplines learn the entrepreneurial mindset. To this end, he launched a new class during the spring semester called “Marketing Your Creative Self.” The course teaches creatives—artists, musicians, writers—how to market and sell their artistic services. Arts faculty helped design the class and lead it, and overall it’s designed to marry entrepreneurial and creative skills. At the end of the semester, students put on a pop-up fair to sell their creative wares.

So far, Steenhoek says demand for the Entrepreneurship Program has been high, especially when compared with entrepreneurship offerings at other colleges and universities. He sees the high level of interest reflecting what studies show about today’s students. “A lot of students want to do new things, but they don’t know what steps to take,” he says. “Among college students, 60 percent say they want to start their own business someday, yet fewer than 6 percent actually do. I understand that gap now. They’ve never been given the roadmap of how you do it.”

Providing that roadmap is what the entrepreneurial program is all about. Steenhoek calls it the Three E model: education, examples and experience. Students have the opportunity to try new things and take risks in a controlled environment. Startup Semester is the culmination of that journey, where students launch businesses or products to real customers.

Some of the projects so far have included a job placement board for the logistics industry, which resulted in real revenue for the student. Another project, a specialty product for the show cattle industry, is in development for sale in catalogs. During the most recent semester, projects included a remote controlled drone to perform aerial photography of crops, an e-waste recycling company to properly dispose of office computers, printers and monitors; and a children’s workshop/lab where kids can develop their creative skills. Whether or not these projects ultimately make money, the goal has already been achieved: Students have learned the skills needed to solve problems and bring new ideas to fruition.



Wade Steenhoek, director of the Entrepreneurship Program, often brings in guest speakers to class.

Right-Brain Masters

Let's talk art...and theatre...and music. It's time to get right-brain creative with three Central alums that are painting, acting and singing big in the fine arts world.



Grant McMartin '93



Molly Lehr Blythe '08



Rob Lindley '95

One of the best parts of a liberal arts education is you are just so much more well-rounded and you can really look at things differently than just through your chosen major.

For the Love of Art

Of all the museums in all the world, Grant McMartin '93 still prefers the Des Moines Art Center. After taking a field trip there as a child, McMartin set his life goal to become an artist, and his hard work is paying off.

You wouldn't see McMartin's given name on any pieces—he goes by Grant William Thye (his middle names) in the art world, but you might start recognizing his work. In March, McMartin exhibited three solo shows in Chicago (yes, three!) all in different styles. On top of that, he is making the leap into the museum scene with an exhibition in the Dubuque Museum of Art from July to October.

"I work in a couple of different styles," he says. "Since I did three different shows in

Chicago, I wanted them to be a little different from each other. One of them was landscape and oil paintings; one of them was more contemporary, abstract-acrylic painting; and the last one was paper collages. I am not sure how I squeaked out three shows at once, but it was a great opportunity.

"The Dubuque show is really exciting because it will be my first time having my art in a museum which is a very big deal for me."

Although he hasn't been featured in a museum yet, his pieces can be found in corporate and private collections in San Diego, New York, England and Germany. His artwork has also been chosen for many juried shows and featured in national advertising

I am happy all day long, I get to experiment and play and do what I love every day.

campaigns, including one for Buitoni Pasta. The full-time artist has only been focusing solely on his art career for seven years—before he decided to save up money to be away from his job for two years to become an artist, McMartin worked at Pella Corporation and an insurance company. His general studies major (now integrated studies) prepared him to do a lot of different things, but what he really wanted was to set out a plan to support himself with art because there is nothing else he would rather be doing.

"I am happy all day long," McMartin says of when he's working. "I get to experiment and play and do what I love every day. I could be painting along and turn around and look at the clock and it could be 9 p.m. Sometimes I'll get mad because I'll have to stop and go home and get dinner. I feel like I'm retired!"

It seems like all play and no work, but McMartin tries to keep to a schedule that results in a lot of long hours. He often tries to get to the studio by 6 a.m. with a break in the afternoon before staying until he gets tired of painting. He may work long hours, but he has the freedom to work on the projects he chooses, and he equates that success to his general studies major at Central.

"One of the best parts of a liberal arts education is you are just so much more well-rounded and you can really look at things differently than just through your chosen major," he says. "You look at different sides of things—you can see the parallels of art and business and how they can work together. That's one of the biggest things that has helped me break through in the art industry."

Whether you are strolling through campus (he has a piece displayed in the Roe Center) or through a local museum, look for McMartin's rolling Iowa landscapes or abstract still life. He counts himself among the lucky artists who enjoys every aspect of the job, and with his Central education among his arsenal of paintbrushes, expect to see him painting his way into museums across the country. This fall, he will have a solo show at Central's homecoming.



Jack of All Trades

Rob Lindley '95 isn't one for pigeon-holing. If there wasn't a role for him in an upcoming Theatre Central performance, Lindley found a way to create one. Whether that was through directing one-acts or putting on a reading of his favorite play, he knew that exposure was key. And thanks to his persistence and direction from theatre professors, Central taught him a prized skill.

"Theatre Central is small, so it requires you to be a jack of all trades. That is so valuable in the theatre business, especially early on in your career when you might be hired for summer stock to act in two shows, build sets for one and run wardrobe for the whole season." Lindley added, "Central made me a better person. I met the best people there and it made me value friendship and the families we get to create."

Following his graduation from Central with a theatre major, Lindley found work traveling the country as a touring actor and director, and then made his way back to the Midwest in the Windy City. In 1997, he enrolled at The Second City, the school of improvisation

well known for channeling alumni like John Belushi, Gilda Radner and Tina Fey into the Saturday Night Live cast. He hit the streets and found success in the Chicago cabaret scene where the niche earned him an After Dark Award for Outstanding Cabaret Artist in 2003. The experience and training of doing cabaret and improv led to Lindley getting hired at many of Chicago's most prestigious theaters and a Jeff Award (Chicago's equivalent of the Tony Award) for best actor for his role in "Oh Coward!" and a Jeff Award nomination as a supporting actor in "Carousel."

After a performance in the musical version of James Joyce's "The Dead," Lindley got a third nomination nod. He is quick to say that it isn't just the awards that make him keep going back to the theater night after night.

"It makes me happy to make people feel something," he says. "I love making people laugh. I also love doing shows that might help soften a person's heart when it comes to important issues. Theater is an art form that seduces audiences with entertainment, but has the power to change minds."

One role he is particularly proud of and was the highlight of his career was playing a main role in "Angels in America" which focuses on two couples, one gay and one straight, whose fates become intertwined.

"I had never pushed myself as hard as I did for that one," Lindley says of his role. "I lost almost 40 pounds to play Prior Walter, who is dying of AIDS, and I knew every step along the way that I was doing something important and that was bigger than me. I think I am still processing that experience in many ways. It was life-changing."

Currently, Lindley has traded off acting for directing. His past in improv is coming in handy as the director of the off-Broadway show "50 Shades! The Musical." The parody of the popular book, "Fifty Shades of Grey" tested his skills when it recently opened to rave reviews.

Lindley's experience at Central of becoming a jack of all trades has paid off, and he sees himself juggling multiple roles in the theater biz.



"I have a feeling I will be splitting my time between acting and directing more and more—part of that is because of aging," he says with a laugh. "I am so lucky that at Central I spent so much time directing as well as acting. This has been another great side career to have. I think budding actors have such a great chance at success if they have a diverse skill set. You will be a better actor if you know about lighting design. You will be a better theatre administrator or stage manager if you act in a show. So I am glad I experienced a lot of different things in Central's theatre department."

Now that he has had years of professional experience and plenty of shows and awards under his belt, Lindley is offering up some advice for his fellow thespians.

"Don't let people try to put you in a category or tell you to master one thing," he says. "You need to be curious about other people and human nature. I find the best actors are people who are always studying others and what makes them tick. Learning to market yourself, network, hustle, audition well, stay in the moment, pick the right day job—those are tough things to teach and to learn. You always have to remember the business part of show business."

Music A-Knockin'



It took just one knock on a door to change the entire course of Molly Lehr Blythe's ('08) career. After transferring from a large state university following her freshman year, Blythe was looking to get involved on campus when she saw a flyer for the Vocal and Instrumental Jazz and Pop Combos musical group and stumbled into the office of professor of music Gabriel Espinosa '79.

Blythe was just interested in music as an extracurricular—she was passionate about psychology and a member of the soccer team and she didn't think she had the time to commit completely to another group. "I started singing in Combos as a side thing because I wanted to be a clinical psychologist and I was very serious about it," she says. "I wasn't going to do music and Gabriel kept telling me that I should think about a music career."

Blythe decided to step down from the soccer team and focus on singing the following year. She performed in numerous concerts and found that although she loved psychology and the professors within the department, she couldn't shake her love of music.

"(Espinosa) kept giving me opportunities to excel, so, at the end of my three years at Central, I was doing a lot of psychology, but I was also very involved with music."

But Blythe is quick to point out that music and psychology go hand-in-hand.

"Music and psychology aren't really all that different," she says. "Each seeks to know and express things about the human condition and focuses heavily on relationships. What I'm finding is I'm using all of what I learned in psychology in what I'm doing right now. I never think of it in terms of a black and white—I don't switch back and forth. In my mind I'm using both degrees that I have to the fullest."

Currently, Blythe teaches music education at St. John Berchmans School in Chicago, Ill., where she oversees the education of kindergarteners through eighth grade students. After graduating from Central, Blythe gave herself a year to decide if she wanted to pursue music and apply to music schools. During that time she was an aide in a special needs classroom while applying to music schools across the country. Then the news came that she was accepted into the prestigious Berklee School of Music in Boston, Mass.

Blythe studied performance and arranging where she was involved in a lot of different projects vocally and as a professional arranger. She has been able to share the stage with Terri Lynne Carrington, Ivan Lins, Kathy Mattea, Oleta Adams and her mentor, Espinosa. Currently, she says 90 percent of her day is teaching, but her teacher's schedule lends itself well to flexibility. Depending on which projects present themselves, she could be spending more time writing or performing. In the past she has performed with Espinosa's band, Ashanti, and she even had a small role in Espinosa's 2012 CD, "Celebrando," as a back-up singer.

"Gabriel changed everything for me," she explains. "He pushed me and challenged me. He took me as a student and allowed me to perform professionally with him doing songs and styles that may have been over my head and with players who were, in terms of experience and ability, leaps and bounds ahead of me. He is a Berklee alum as well, so he knew what I needed to do to be successful and held me accountable."

While Espinosa was preparing Blythe to tackle the music industry, Central was giving her the experience she needed to thrive within the fine arts community.

"The common thing I see in my Central years and my music experience is that I started out thinking I was going to do one thing and ended up doing another," she says. "Central gave me a chance to explore everything that I wanted to do which gave me the skills and the freedom to be kind of like a Renaissance girl. I got to do so many things and now that helps me stick my fingers in a lot of different areas and that is exactly the skill that I needed to be successful in the music industry."

The common thing I see in my Central years and my music experience is that I started out thinking I was going to do one thing and ended up doing another.

Don't let people try to put you in a category or tell you to master one thing.

ON A MOUNTAINTOP

PROFESSOR OF RELIGION CHAD PIERCE, FORMER MINISTER AND MARINE, CAME AWAY FROM STUDYING IN ISRAEL WITH A NEW APPRECIATION FOR THE BIBLE AND ITS TEACHINGS. AND EVERY DAY HE SETS OUT TO CHALLENGE HIS STUDENTS TO EXPLORE THE CHRISTIAN RELIGION—SOMETIMES IT'S SHOCKING, BUT THEY COME AWAY WITH A NEW APPRECIATION AND UNDERSTANDING OF THE CHRISTIAN TRADITION.

After spending eight years in the Marine Corps, marrying his high school sweetheart and majoring in psychology as an undergraduate, professor of religion Chad Pierce came to a realization while on a trip to Israel—he loved reading the Bible in its context.

A Holland, Mich. native, Pierce was raised in a Christian home and attended a Christian school, but it wasn't until earning a psychology degree from Calvin College in Michigan and choosing to travel to Jerusalem University College for a master's degree that he knew religion would play such a large role in his life.

"I like to learn with my feet," Pierce says. "So going to Jerusalem really helped me learn—a lot of our class was field trips. It just dawned on me that when we would go to these historical sites and study history and religion, we are studying real people. When we are hiking up mountains in Jerusalem and learning about the Bible, you learn a lot about people."

Jerusalem wasn't the only place he studied—after receiving a Master of Arts in historical backgrounds of the New Testament, Pierce also got a Master of Divinity at Western Theological Seminary in Holland, Mich. and a doctorate in early Judaism at Durham University in England.

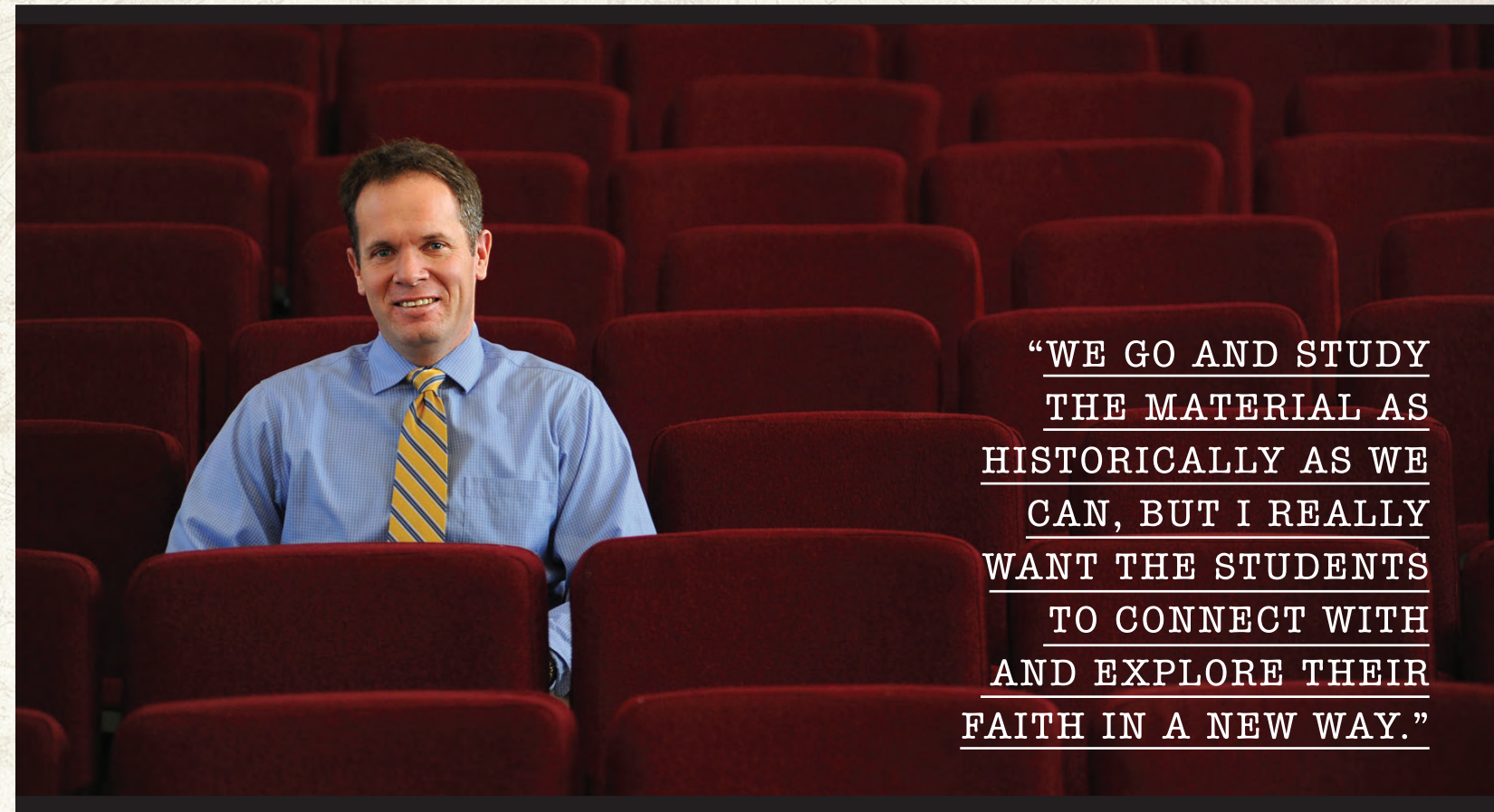
By the time he was finished with school, he felt he had found his career path. "I wanted to be a minister," he says. "I originally thought about joining the Marine Corps after I went to a Marine Corps Officers Candidate

School and I was kind of set on being a career marine, but I switched to being a pastor. I knew I wanted to be in a service type of profession."

Pierce served as a minister in the Reformed Church of America for five years before pursuing a career in education—and it all began with a few acquaintances. "I happened to go to a conference, only to see all of my friends who had become professors in Israel," he explains. "I was waiting by the elevator and one of my friends introduced me to a professor who studied the same academic area as me. He sparked my interest in teaching and that's what began the journey."

For five years, Pierce taught at Calvin College—he started at Central in 2008 and built a life in Pella with his wife, Jodi, and their three children, Jenna, 12, Michael, 9, and David, 5. He and his wife are also in the process of adopting a daughter from Haiti. Although he has been teaching for many years, he is still active in the church. Pierce is the president of the Central Iowa Classis for RCA churches in Des Moines and Pella—and you might find him speaking in a few services on occasion. And every year he takes students to Israel—Central students are among the numbers that go, but he partners with Pella Christian High School to help younger students delve into their faith.

"The trips have been primarily faith-driven trips," he says. "We go and study the material as historically as we can, but I really want the students to connect with and explore their faith in a new way."



"WE GO AND STUDY THE MATERIAL AS HISTORICALLY AS WE CAN, BUT I REALLY WANT THE STUDENTS TO CONNECT WITH AND EXPLORE THEIR FAITH IN A NEW WAY."

In his Central classes, Pierce wants to challenge his students, and not just academically.

"I try and introduce students to the academic study of religion, but at the same time showing them how this can help deepen their faith even though it's challenging their faith—it's a real shock for Christians when I start to talk about who wrote what, who copied what from whom and students can be uncomfortable with the ideas. For students of different faiths or no faiths, I like to introduce them to an informed understanding of the Christian tradition."

Whether it's in the classroom, from the pulpit or on a mountaintop, Pierce is finding ways to learn from others, study the Bible and connect with his faith all the while teaching and fostering Central students' curiosity. Pierce is drawn to Central, not only because he has the freedom to teach religion at Central, but because of its commitment to diversity and multiculturalism.

"I've had many amazing opportunities since

arriving at Central," he says. "I have taught in Merida, Mexico, worked with fantastic faculty and students and led Christian ministry emphasis which allows students to explore seminary. There are so many ways to help students as well as engage the community. Teaching is a challenging, yet rewarding, experience."



Chad Pierce challenges students to explore the context surrounding religion.

SCHEDULE OF EVENTS

HOME IS WHERE THE C IS.

2014 HOMECOMING: OCTOBER 3-5

Join alumni, families and friends at homecoming to enjoy a variety of events for all ages. For a full schedule, visit www.central.edu/alumni/homecoming. Highlights include:

FRIDAY OCT. 3

2-5 p.m.	Maytag Student Center Open House.
6 p.m.	Lemming Race.
6-7:30 p.m.	Street Festival: alumni and family barbecue, pep rally, coronation, street party.
6:30 p.m.	Athletics Hall of Honor banquet.
7:30-9 p.m.	Alumni social time.

10:30 a.m.	Alumni award presentation and lunch.
11 a.m.	Tailgate under the big tent.
1 p.m.	Football: Central vs. Wartburg.
Postgame—6 p.m.	Party on the Plaza. Join us for Happy Hour on the Plaza!
7 p.m.	Alumni gathering.

SUNDAY OCT. 5

8-10 a.m.	Pancake Breakfast.	9 a.m.	A Cappella Choir assisting in worship at Second Reformed Church.
9:00 -10:30 a.m.	Central College Abroad 50th Anniversary Celebration.	11 a.m.	Sunday brunch.
10 a.m.-noon	Carnival.	12 p.m.	8th Annual Flying Pans Alumni Steel Band concert. Douwstra
10 a.m.	Athletics Hall of Honor induction ceremony.	1:30-2:30 p.m.	A Cappella Choir/Symphonic Wind Ensemble concert.

ADDITIONAL HIGHLIGHTS

- Join Central InterVarsity alumni and friends from the last 20+ years as we celebrate the legacy of IV on Central's campus.
- Art Exhibit from Grant McMartin '93.
- Study Abroad mini reunions
- A Cappella Choir alumni are invited to sing with the A Cappella Choir during 9:45 a.m. worship at Second Reformed Church.
- Central College Theatre Production: *The Game's Afoot* (or *Holmes for the Holidays*) by Ken Ludwig



Mark your calendar for Homecoming 2014, Oct. 3-5.

ALUMNI NEWSNOTES

THE '50S

For information about **Jack Walvoord '54**, **Joan Wassenaar Walvoord '54** and **Gary Timmer '55**, see the '60s.

Kenneth Vos '52, retired professor of philosophy at Lyndon State College, announced the publication of his autobiography, "Up the Hayloft Ladder," which traces the joys and rigors of a farm boy in a Dutch Calvinist culture in southwest Minnesota in the later years of the Great Depression. In the book, Ken devotes a chapter to his experiences at Central. The central theme of the book is the author's gratitude that life gave him a second chance at a vocation, and happy marriage. He enjoys maple sugaring, softball, hunting

and early American antiques. Ken and wife Frances live in Sheffield, Vt.

Jan Van Zomeran Beran '53 traveled to the United Nations headquarters in New York, N.Y., March 10 – 21 as part of the Presbyterian Church's delegation to advocate for gender equity with the 58th United Nations Commission on the Status of Women. Jan's assignment as an advocate for the delegation is a two-year commitment. Jan and husband George live in Ames.

Marian Ross Langenberg '58 spends her winters in Mesa, Ariz., and otherwise lives in Des Moines. She attended Central from 1954 – 56 and graduated from Iowa State. She taught in public schools for more than 30 years before her retirement. She has wonderful memories from her college

years at Central, especially the choir trip to California in 1956.

THE '60S

For information about **Mark DeCook '64** and **Bruce Heerema '63**, see the '90s.

Jon Kuiper '64 is executive director of Jacobs Concert Series in Augusta, Ga., where he lives with wife Linda Banister.

Jon Kuiper '69 came out of retirement to serve the Central Square Community Church/UCC as minister of special events. Jon and husband Angelo DiMaria spend the winter in Moore Haven, Fla., and the summer at their home in the village of

Alumni are invited to submit Newsnotes online. We want to hear about recent promotions, degrees, honors, relocations, marriages and births to keep classmates and friends informed about important changes in your life. Update information online at civitas.central.edu or email alumni@central.edu. News items also are welcome by phone, 800-447-0287 or 641-628-5154. Or send a note to Central College Alumni Office, 812 University, Campus Box 5200, Pella, IA 50219.



CLASS OF 1965 REUNION

Bea Werner DeBie '65 and husband **Harold '65** enjoy a reunion each year with Harold's high school coach **Jack Walvoord '54**, his wife **Joan Wassenaar Walvoord '54**, **Gary Timmer '55**, his wife Maurine and Harold's CUI basketball teammate **Phil Vandenberg '64** in Sun City West in Phoenix, Ariz. This year knowing their 50-year reunion is just around the corner, they invited a few more friends to join them. Pictured first row (left to right): **Sally Sikkink Arendt '67**, **Jim Arendt '65**, **Jack Walvoord '54**, **Bea Werner DeBie '65**, **Gary Timmer '55** and **Connie Neevel Loomans '65**. Back row: **Phil Vandenberg '64**, **Harold DeBie '65** and **Gene Loomans '65**.

Central Square, north of Syracuse. They spend three weeks in Cancun, Mexico, each year, where Jon works with the sea turtle rescue project.

Alanna Hug McAnnally '69 and husband Marvin of Punta Gorda, Fla., can hardly believe they've been married 35 years; they still go out on dates and dance in their home. Her main interest continues to be oil painting, whether as the artist or teacher. She has started a new set of classes teaching oil painting at the Charlotte County Cultural Center, and she and her students are preparing for the Annual Student Competition.

THE '70S

For information about **Mary Hopp Hemming '73**, **Diane Dykstra Kruger '73**, **Bruce Crane '77** and **George Wares '76**, see the '10s.

Bruce Carpenter '70 continues to serve United Methodist Churches in the Central Texas Annual Conference. Bruce and wife Judy live in Corsicana.

Larry Honsinger '71 of Washington, D.C., is assistant program manager-Europe and Black Sea for the Naval Sea Systems Command.

Allan Ramirez '76 retired after 30 years as the voice of social consciousness of Long Island in 2012. Allan's long and varied career began in 1979 in New York when he went to work at Gucci on the Avenue and

ended at The Brookville Church in 2012. He was inducted into The Long Island Press Power List Hall of Fame after being named one of the 50 Most Powerful People on Long Island for five consecutive years. The Long Island Business News named Allan to The Influentials - Ten People Who Changed Long Island. Through the years he was profiled by the NY Times, Newsday and other Long Island media. CNN and the top three networks regularly sought his opinion on immigration, undocumented workers, homeless people and other issues of social concern. His retirement celebration was attended by a wide range of groups from day laborers to government officials. Allan retired to Mexico City, Mexico, where he continues to travel.

Michael Nieland '79 is tour manager for Blue Marble Journeys in Ankeny, where he lives with wife Jane.

THE '80S

For information about **Greta DeCook McCarty '81**, see the '90s. For information about **Larry Happel '81**, **Steve Kraayenbrink '81**, **Dan Koskamp '82** and **Robin Rasmussen Koskamp '82** see the '10s.

Deb Benton Gevock '80 retired from her teaching position after 33 years. Deb and husband Kenny of Gowrie continue to travel to Alaska in the summers. This year she finally got to see the beautiful fall foliage in

the Northeast. They are looking forward to the birth of a granddaughter this summer.

Helen Ackeberg Sovich '84 is a benefits specialist and human resource generalist at Flywheel Sports in St. Petersburg, Fla. Helen and husband Michael live in Tampa.

Margaret Debner Street '85 of Ames started classes at Iowa State University in January to obtain her teaching license in FCS.

Michael Esser '87 is a Visa coordinator for Scheels All Sports in West Des Moines. Michael and wife **Dawn Toyne Esser '90** live in Winterset. Dawn is a professor at Southwestern Community College in Creston.

John Fisher '87 was named CEO and president of First American Bank. John and wife **Julie Pothoven Fisher '90** live in Naples, Fla. Julie is corporate counsel for Musco Sports Lighting.

Mary Dieleman Price '87 is beginning her second year as part of the Phoenix Children's Chorus artistic staff, where she is an accompanist and theory instructor for the Cadet Choir. Mary also serves as an elementary music educator and choral director for grades K-6 at Summit Academy in Mesa. Mary and husband Jim live in Mesa, Ariz., with their son.

Susan Healy '88 of West Des Moines, is a fashion consultant for Los Angeles-based clothing designer, Carol Anderson (Cabi).

Lisa Beaman Harsh '89 is the student success advisor at Black Hills State University. Lisa and husband Doug live in Spearfish, S.D. They are the parents of two children.

THE '90S

For information about **Dawn Toyne Esser '90**, see the '80s. For information about **Nyas Dyckman '99**, see the '00s.

Wendy Staton DeWaard '90 is a teacher associate for the Pella Community School District. Husband **Roger DeWaard '90** is a business manager.

Tej Dhawan '91 was featured in Marco Santana's piece in The Des Moines Register "14 to Watch: Love of Learning Guides Startup Mentor - Tej Dhawan had the idea for a business incubator." He has been a mentor to several startups at the technology-based business incubator Startup City Des Moines that debuted in Oct. 2011. Tej and wife **Karen Spencer Dhawan '91** live in Grimes with their two children. Karen is in the Systems Consulting Department at Advanced Technology Group in Des Moines.

Cory Holland '92 is vice president at The Dana Company in Des Moines. Cory and wife



ALUMS IN JERUSALEM

Jeff Kisner '77 has been a professor of biblical and ministry studies at Waynesburg University in Waynesburg, Pa., for 25 years. As a part of his semester long sabbatical, Jeff and wife **Janna Koskamp Kisner '77** traveled to Jerusalem to study at the Tantur Ecumenical Institute, where they met two other Central couples. Pictured (left to right): **Vernon Pals '61**, **Geneene Pals**, **Jeff Kisner '77**, **Janna Koskamp Kisner '77**, **Linda Scowcroft Ashby '70** and **Michael Ashby '68**.

Melissa Conde Holland '92 live in Urbandale with their two children. Melissa is a buyer at John Deere Des Moines Works in Ankeny.

Daniel De Cook '95 of Pella, and business partner **Tim Heerema '88** of Pella, unveiled one of the most exciting events in the 30-year history of Heritage Lace—the licensing agreement to design, manufacture and sell home décor and textiles like tablecloths and napkins inspired by the popular public television series "Downton Abbey." Dan's cousin, **Greta DeCook McCarty '81**, is eager to get a look at the product line, which will be featured in her home goods and gift store, Sisters, in West Des Moines' Valley Junction shopping district. The producers of the British television series, NBCUniversal International Television Production were impressed by Heritage Lace, a family-run company that was founded by the fathers of Dan and Tim, **Mark DeCook '64** and **Bruce Heerema '63**.

Sarah Kuhn Henderson '96 was named to the Top 40 Most Influential People in the Imaging Industry for 2013 by The Week in Imaging. Sarah is the director of MPS operations at West Point Products and serves on the board of directors of the Managed Print Services Association.

Tracey Berry Newell '96 moved from Washington, D.C., to Tbilisi, Georgia, in August to begin her fifth tour as a Foreign Service officer with the U.S. Department of State. Tracey and her family will reside in Tbilisi for three years, where she will head the law enforcement assistance office.

Chad Ryan '96 of Des Moines, is credited

by the team he coaches at Des Moines North High School for playing a major role in their remarkable story. The Polar Bears basketball team was ranked—a noteworthy accomplishment considering as freshmen this team won just three of their games. Their story is filled with personal comebacks and they give Coach Ryan kudos for the role he's played in their lives on and off the court. The boulder he carries is braced by many other rocks surrounding him including his assistant coach **Taylor Phipps '06** of Altoona. The two, along with the team they coach, were featured in The Des Moines Register.

THE '00S

For information about **Taylor Phipps '06**, see the '90s. For information about **Joe Steinkamp '03**, **Leslie Van Beek Steinkamp '03**, **Pat Dooley '06**, **Sarah Wilson Johnson '07**, **Randi Johnson Malone '07**, **Greg Altmaier '08**, **Kelly Harris Dooley '08**, **Lacey Ritscher '08**, **Josh Cobie '09**, **Lindsey Epkes Cobie '09**, **Amanda Hubby '09**, **Hannah Weindruch '09**, **Megan Wingen Schueler '09**, and **Alysha Overturf Schuring '09**, see the '10s.

Daryl Rauser '01 is a veterinarian and owner of Healing Paws Veterinary Clinic in Ankeny, where he lives with wife **Alissa Tollakson Rauser '01**.

Jennifer Buesch '03 and **Nyas Dyckman '99** of Tauranga, New Zealand, were married Dec. 30, 2011. Jennifer is an educational psychologist for the Ministry of Education in Tauranga.

Rebecca Brooker Vess '03 is an assistant professor of psychology at Montana State University in Bozeman, where she lives with husband Matthew.

Kevin Viol '03 is a Chicago-based actor and musician. He is a member of the Shattered Globe Theatre and received great reviews in their production of "Our Country's Good." Kevin works at the Old Town School of Folk Music while freelancing as a photographer, videographer and editor.

Daniel Beyer '04 received the Young Professionals Connection Young Professional of the Year Award in late 2013, and in January he was named to the Des Moines Business Record's 2014 Forty Under 40. Dan, who is the payroll sales representative at Kabel Business Services in West Des Moines, sits as a board



MCALLISTER AND ARCHER WED

Cindy McAllister '84 and Phil Archer of Bloomfield were married June 29. Cindy is an insurance sales representative at Crossroads Financial Group. Front row: **Cindy McAllister Archer '84** and Phil Archer. Back row (left to right): **Diane Melhaus Janvrin '83**, **Denise Boll Baker '84**, **Sherry Schneider '84**, **Carol Versluys Davis '84**, **Mary Jankowski '84**, **Stephanie Holtkamp '13** and **Linda Halterman Mullen '77**.

director for the Chamber of Commerce and serves as secretary for New View, its young professionals group. Dan and wife **Kacey Hays Beyer '06** live in West Des Moines, where Kacey teaches kindergarten at Maple Grove Elementary School. They are the parents of two daughters.

Chelsie Kempf '04 of Shakopee, Minn., is an executive assistant for the chief financial officer at DataTrend in Minnetonka.

Brian Klett '06 and Rachel Rager of West Des Moines were married Oct. 19. Brian is a quality lab technician at Katecho Inc. in Des Moines.

Stephanie Hillman '07 of Rosemont, Ill., is managing Midtown Spa & Fitness Center at the Hyatt Lodge located at McDonald's World Headquarters in Oakbrook, Ill. Stephanie is the regional manager for Midtown Health overseeing five corporate fitness centers located throughout the greater Chicago area. She is working toward a master's degree focusing on finance, management and marketing at North Park University.

Kristi Kelley Marshall '07 is a radiologic technologist at St. Luke's East Hospital in Lee's Summit, Mo., where she lives with husband **William Marshall '07** and their daughter. William is an operational services representative at Tricor Braun in Kansas City.

Nate Cardin '08 of Lakeville, Minn., is general manager of Newman Golf Investors overseeing Lake Wissota Golf in Chippewa Falls, Wis., and Southern Hills Golf Course in Farmington, Minn.

Brett DeHoogh '08 is in practice at Country Club Dental Care in West Des Moines.

Scott Paja '08 is at the college of engineering at Oregon State University involved with industry and alumni relations. Scott and wife Brittany live in Corvallis, Ore.



SWELLA AND NORTON WED

Meghan Swella '09 and Nicholas Norton of Fort Collins, Colo., were married Nov. 24 at the Della Terra Mountain Chateau in Estes Park. Meghan is a graduate teaching assistant at Colorado State University and a project manager at Mantooth Marketing Co. Pictured (left to right): **Brittany Waack '09**, **Julie Balmer Tweedt '09**, **Meghan Swella Norton '09**, **Danielle Francois '09**, **Leanna McBride Showman '09** and **Rachel Boeke '09**.



HEISTERKAMP AND KRUGER WED

Andrea Heisterkamp '10 and Blake Kruger of Des Moines. were married Jan. 3. Andrea is the senior administrative assistant at Diversified Management Services. Front row (left to right): **Philip Heisterkamp '13**, **Ashley Ellingson '11**, **Randi Johnson Malone '07**, and **Sarah Wilson Johnson '07**. Second row: **Diane Dykstra Kruger '73**, **Mary Hopp Hemming '73**, **Erin Kraayenbrink '10**, **Ashley Tapper '11**, **Andrea Heisterkamp Kruger '10**, Blake Kruger, **Josh Cobie '09**, **Amanda Hubby '09** and **Bruce Crane '77**. Third row: **Steve Kraayenbrink '81**, **Tami Kreykes '08**, **Allison McGrew '12**, **Erin Heisterkamp Vander Velden '08**, **Marc Vander Velden '00**, **Jill Ziskovsky Halcomb '11**, **Tyler Halcomb '11**, **Matt Graber '11**, **Kathryn Rabe Bohlender '11**, **Ben Bohlender '11**, **Lindsey Epkes Cobie '09**, **Greg Altmaier '08** and **Joel Winters '10**.

THE '10S

For information about **Stephanie Holtkamp '13**, see the '80s.

Jory Houser '10 of Des Moines is an elementary school counselor at Edmunds Elementary School. The school is unique in that 60 percent of their students are refugees and 100 percent are in the low socio-economic scale. Jory feels it has been a great place for him to learn while pushing him to achieve the most he can in giving to others.

Justin Saxfield '10 of Fort Collins, Colo., is a recruiter at Constant Contact in Loveland.

LaDonna Haning Van Walbeek '10 is an accounts receivable specialist at PPI in Pella, where she lives with husband Cody.

Gregory Best '11 of Clive is employed by Red Bull in talent acquisition for the central region.

Darynn Carlock '11 and Luis Ruiz of Sidney were married Sept. 14. Darynn is a retail banking specialist at Arbor Bank.

Joseph Shoemaker '11 of Des Moines is a RAM brand advocate for Chrysler Group LLC.

Megan Kittleson '12 was selected as one of four recipients of the Rural Medicine Educational Pathway Scholarship at Des Moines University in the Doctor of Osteopathic Medicine program. The award is for one year's tuition and is renewable for up to four years.

Kirby Rock '12 is a service desk associate at Performance Health and Fitness in Cedar Rapids, where he lives with wife **Abigail Sparks Rock '12**. Abigail is a rotate accountant of consolidations at Rockwell Collins Inc.

Hilary Loeschen Wilson '12 is an administrative assistant in student affairs at St. Ambrose University in Davenport, where she lives with husband **Brady Wilson '12**. Brady is working toward a doctorate of chiropractic at Palmer College of Chiropractic.

Alicia Rieck '13 of Blairstown is a campaign coordinator for Hibu in Cedar Rapids.

ADVANCED DEGREES

Bruce Carpenter '70, master's of education degree, professional counseling, University of North Texas at Dallas, Dec. 16.

Daryl Rauser '01, doctor of veterinary medicine, Iowa State University, 2006.

Austin DeHoogh '08, doctor of chiropractic medicine, Palmer School of Chiropractic-Davenport, 2008.

Brett DeHoogh '08, doctor of dentistry, University of Iowa, 2012.

Scott Paja '08, doctorate in higher education, Iowa State University, Aug. 2013.

ARRIVALS

Michelle and **Patrick Davis '86**, son Jeremiah Patrick, April 26

Terry and **Angela Haas Lang '99**, son Benjamin Donald, Jan. 7

Richard and **Kellie Steuhm Phillips '99**, daughter Quinn Marie, Nov. 21

Trista and **Mike Spencer '99**, daughter Mila Dee, Jan. 28

Tyler and **Lisa Adamson Vroegh '99**, daughter Langley Leone, July 24

Jeremy and **Glenda Henle Van Wyk '02**, son Jeryn Henle, Feb. 6

Jesse and **Carissa Rice Eret '03**, daughter Amélie Renee, Oct. 7

Brad and **Tiffany Pruss Behrens '04**, son William Michael, Feb. 21, 2013

Tristan and **Jarrold Joynt '04**, son Landry Carter, Oct. 13

Jason and **Jacquelyn Johnson Duke '05**, daughter Maya Grace, Sept. 9

Wayde and **Erin McCarty Stover '05**, son Sterling Arthur, July 28

Mike and **Meggan Samuelson Jones '06**, daughter Kyla Grace, Nov. 20

Matt and **Rachel Bohan Murphy '06**, daughter Lillian Grace, Nov. 16

T J and **Michelle Bahl Raymer '06**, son

Where are they now?



Megan Clayberg served Central for 14 years coaching the volleyball team to three national titles and teaching in the exercise science department from the early 1990s to the mid-2000s. She is now a full-time physical education teacher at Pella High School and cares for her family.

"I enjoyed so many aspects of the work I did at Central," she says. "But honestly, the best part of coaching at the college level is building relationships with those young women, sharing life with them."

Clayberg can often be found in the bleachers supporting her children in one of their many sporting activities. Watching her children play has become one of her main passions since leaving Central.

"I knew that Central was the right place to be at the time, and when it was time to be done and be with my family, I knew that as well," Clayberg says. "Central was so gracious to allow me to follow my heart's desire on both counts—when I came and when it was time to be done."



To read the full Q&A with Megan Clayberg, visit civitas.central.edu.

IN MEMORIAM

Muriel Mouw Bell '43 of Storm Lake, June 20

Everett Van De Voort '43 of Joliet, Ill., Mar. 3

Elizabeth Van Heukelom Van Zante '43 of Oskaloosa, Oct. 20

Stanley Borgman '49 of Clinton, Jan. 24

Lloyd Sandbulte '62 of Altoona, Jan. 11

Walter Scheurman '71 of Schaumburg, Ill., Feb. 13

Chris Nelson '73 of Corona, Calif., Jan. 13



LYTHBERG AND LIMING WED

Kiley Lythberg '11 and **Loren Liming '10** Winona, Minn., were married Aug. 24. Kiley is the coordinator for the Winona County Safe Haven and Loren is the associate director of fitness and wellness at Winona State University. Pictured from the top on cascading stairs (left to right): **Dan Koskamp '82**, **Robin Rasmussen Koskamp '82**, **George Wares '76**, **Alicia O'Brien**, **Kyle Ray '11**, **Derrick Hannah '10**, **Nick Hansen '10**, **Miguel Ley III '10**, **Justin Madsen '10**, **Zach Cooper '10**, **Jack Bruns '12**, **Larry Happel '81**, **Andy Waugh '13**, **Katie Tenboer '11**, **Joe Steinkamp '03**, **Leslie Van Beek Steinkamp '03**, **Mark Holan '10**, **Kelli Holan '13**, **Matt Sagar '12**, **Deanna Chapline '12**, **Pat Dooley '06**, **Hannah Weindruch '09**, **Megan Swingen Schueler '09**, **Kelly Harris Dooley '08** (holding **Zoey Dooley**), **Corben Schueler '10**, **Trisha Shimak '11**, **Jay Sikkink '10**, and **Afton Nelson '10**. Top row on stairs: **Chris Weaver '10**, **Ashley Phipps '13**, **Caitlyn Meyer '13**, **Lacey Ritscher '08**, **Alysha Overturf Schuring '09**. Second row: **Natalie Deming '10**, **Angela Davis '12**, **Rachel Whiteside '12**, **Rhianna Fleetwood '13**, **Aimee Crooks '11**, **Bethany Koskamp '11**. First row: **Chelsea Greiner '14**, **Holly Von Fumetti '12**, **Emily Nalan '13**, **Emily TeBrink '13**, **Loren Liming '10**, **Kiley Lythberg Liming '11**, **Jordan Overland '14**, and **Rachael Everingham '12**.

Ask an Alum:



How does a class change the course of your career?

Rachel Jordan Lindstrom '10 never intended to be a sociology or anthropology major—but now she has a master's in marriage and family therapy and is on her way to a doctorate in sociology. Lindstrom was prepared to declare a business major before the course of her life was turned upside down by one class.

"After taking a sociology of families class with Dawn Reece (associate professor of sociology) it really seemed like a good fit and something that I might want to do," Lindstrom recalls. "It was easy to switch to a different major at Central because I had already completed most of my required courses."

During the class, Lindstrom read the required book, "Alone Together," which studies factors contributing to dysfunctional and healthy marriages in the U.S. She then tacked on an honors credit to her regular coursework to study families, and now she is on her way to her dream job of investigating demographics for the U.S. Census Bureau or working with a company like Pew Research Center. With everything she has accomplished in her academic career so far, Lindstrom can't picture beginning her academic journey anywhere but Central.

"I enjoyed getting to know my professors and I couldn't imagine going to a large university like a lot of people in my current program," she says. "Central opened up a lot of doors for me that I couldn't even envision at the time."

Read more about Rachel's story online at civitas.central.edu.



- Karen De Vries Schipper '77** of Holland, Mich., Jan. 10
- Paul Buwalda '85** of Des Moines, Jan. 11
- Brenda Booth Johnson '85** of Menomonie, Wis., Dec. 8
- Susan Wise Saunders '85** of Oskaloosa, Feb. 2

CENTRAL COLLEGE ALUMNI GIVE BACK

2014 GOAL: **\$1.5 MILLION IN SCHOLARSHIP FUNDS**

more than
99%
of students
receive
financial aid

MORE THAN 19,000 LIVING ALUMNI

of ways to give back:
HUNDREDS
NEARLY 500 STUDENTS
RECEIVED JOURNEY
SCHOLARSHIPS IN 2013

"My scholarships have allowed my dreams and experiences at Central College to come true. Thank you—I have appreciated it!" **Jordan Maurer '15, Bourbonnais, Ill.**

THE JOURNEY SCHOLARSHIP FUND ASSISTS **HUNDREDS** OF STUDENTS EVERY YEAR.

WWW.CENTRAL.EDU/GIVE

On the Road to Success

By **Dana Wolthuizen '15**

Marissa Hirschman '17 is diving into life at Central through volunteer work and service with various campus organizations.



Her drive to help others is taking Marissa Hirschman on a promising journey.



It's hard to not be instantly charmed by Marissa Hirschman '17—her inviting smile allows a glance into her gracious heart, and her wit a peek into her intelligence. Hirschman, a freshman at Central and a native of Fort Madison, has always had the innate desire to help others, which isn't hard to imagine given her friendly attitude.

She believes her ticket to dedicating her time to others might just be through her academic interests. "I am majoring in Spanish and psychology," Hirschman says. "I thought about going into criminal psychology, counseling or social work. I just want to help people."

Her willingness to help people might stem from support her family provides—born without eyes,

Hirschman has been receiving support from not only her family, but her hometown Lions International Club.

"As I've met students who didn't have the support system I've had, I've really realized how lucky and grateful I am that I have such a strong support system."

That support followed her to college, where Central provides Hirschman the opportunity to explore her career options by volunteering her time and serving on various committees, like the Lost Potential Project, a social justice project focused on improving the lack of education for women in the Middle East. She also volunteers time at the Young Women's Resource Center through Central's service-learning program.

While not volunteering her time, Hirschman is studying hard. Her professors email her documents ahead of time that she can read with an accessible laptop with a screen reader. After her time at Central, she plans to attend graduate school that will lead her to a successful career. However, she has aspirations that extend much further than her professional life. "I want to travel and go to Europe," she says with a smile. "I have always wanted to go to Africa for a year and work in the Peace Corps, too. And attend as many concerts as I can!"

Her bucket list is ambitious, but if she dives right in like she has at Central, there is no doubt she'll have those dreams checked off in no time.



Spring 2014

Vol. 19 No. 4

USPS096-840



ALUMNI SPOTLIGHT



Michelle Bahl Raymer '06 stayed with a host family in Forecariah, Guinea, during training for the Peace Corps.

A Path to Nonprofits

Michelle Bahl Raymer '06 has made a habit of taking the road less traveled. She did this literally through service work with the Peace Corps in Guinea, West Africa, as well as through her career path in the nonprofit sector.

Raymer's fascination with the wider world began during college at Central, where she triple majored in political science, Spanish and international studies. During a semester studying abroad in Granada, Spain, she learned to view the world from a global perspective and knew she wanted to travel more in the future.

Post-college, the Peace Corps presented a great option to serve abroad. "Right after graduation, my husband and I got married and 11 days later we left for the Peace Corps," Raymer says. The couple wanted to do service work internationally, and they chose the Peace Corps because it also provided three months of intensive language, cultural and technical training in the country before their work began.

While in Guinea, Raymer worked teaching English. After eight months in the country, government unrest led to

volunteers being pulled out. But once back in the U.S., Raymer continued looking for ways to make a difference through her work. She started making a name for herself in the Des Moines nonprofit sector, first volunteering for AmeriCorps VISTA then eventually being hired on as a staff member.

When grant funding ended for that position—a common occurrence in the nonprofit world—Raymer worked at Community Housing Initiatives, an organization dedicated to building affordable housing across the state. Later, she worked for Community Youth Concepts and recently took a position with the Iowa Commission on Volunteer Service. She also serves as secretary and was one of the founders of the Des Moines branch of the Young Nonprofit Professionals Network. The group focuses on providing young professionals in the nonprofit field with development opportunities such as networking and training.

Though a career in nonprofits may not be top-of-mind for most college students, Raymer says she wishes more students looked at the field as an option. "During college I don't know if I really thought about nonprofits as a professional career path," she says, "but I knew I wanted to do something that would have a bigger purpose. Coming back to the United States after the Peace Corps ... I realized that was where my passion lay."

Raymer looks back to her time at Central as providing a firm foundation for her career. She says her political science classes continue to inform her work today, as well as her study abroad experience in Spain. "I learned so much there," she says.

To read the full story about Michelle,
visit civitas.central.edu!

