

BEYOND

COLORADO CHRISTIAN UNIVERSITY

THINK OUTSIDE THE BOOK

Feature Story [Page 10]

Dear Friends,

The 2015-16 school year has opened CCU's second century with an auspicious beginning. We have broken ground on our third building in our Faith | Family | Freedom Campus Redevelopment campaign—a new student center that will allow students to connect and grow in vital ways.

We hosted Dr. Ben Carson and Vice President Dick Cheney on our campus this past year. We celebrated the Year of the Bible with local and national speakers who cogently argued for the book's importance and veracity in our culture and our lives. Our School of Music continued its excellence with plays and concerts. Our sports teams competed and won with integrity. And, we recently graduated a new generation of leaders.

In our country today, it's readily apparent that we are in need of visionary leaders—Christian men and women who can step into the gap. Colorado Christian University is intent on training such men and women.

We have graduates who are finding ways to engage and lead in politics, ministry, the arts, culture, family life, and business. Regarding the latter, this issue focuses on how CCU students and friends of the University are daring to start small businesses, and do it by treating others right—doing it God's way.

As an alumni or friend of CCU, I have no doubt that you are seeking ways to lead others and make an impact. I hope this issue can provide some encouragement.

Finally, you may have heard that I announced my retirement this past February. It has been a profound privilege to be part of CCU, and the last ten years have been an unforgettable experience for Ellen and me. While the governing board is considering successors, I can assure you that the University is in good hands. The board is wise. The faculty and staff are dedicated. And we continue to have students who study hard, have fun, love Jesus, and seek to change the world.

Sincerely,



BILL ARMSTRONG
CCU President



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YETTER HALL

COLORADO CHRISTIAN UNIVERSITY
YEAR 2015 of the BIBLE

COLORADO CHRISTIAN UNIVERSITY
FOUNDED 1950
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*Dean and
Professor Dr. Bill
Saxby speaks
with a student at
Sanders Court.*

BEYOND

A Publication of Colorado Christian University

Mission

As the premier Christian college in the Rocky Mountain region, CCU cultivates knowledge and love of God in a Christ-centered community of learners and scholars, with an enduring commitment to the integration of exemplary academics, spiritual formation, and engagement with the world.



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Our New Magazine

We've updated our magazine with you in mind. Our goal is to show you the stories that happen at CCU and beyond every day, and to produce a magazine that represents your university—whether you're an alum or a friend—as you'd want it represented.



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NEWS & HIGHLIGHTS

Here's an overview of what's been going on at CCU.



Values-Aligned Leadership Summit

The annual Values-Aligned Leadership Summit was held April 21 at the Westin in Westminster. The gathering of 750 introduced students to business leaders throughout the Denver area.



Commencement

Colorado Christian University celebrated the 2016 class as over 500 graduates participated in the event, which was highlighted by an address from Dr. Robert P. George, the McCormick Professor of Jurisprudence at Princeton University.



New Dean of Theology

Dr. David Kotter has been appointed as the Dean of the School of Theology. Kotter has a Ph.D. from Southern Baptist Theological Seminary, an M.Div. from Trinity International University, and an MBA from the University of Illinois.



Year of the Bible

The Year of the Bible at CCU helped students engage with the Bible on multiple levels. The library hosted a Bible display, while a variety of speakers also explored the veracity and application of the Bible.



President Armstrong

President Armstrong announced his retirement from CCU for later this year. "The last ten years have been an unforgettable experience for Ellen and me," he said. See more on page eight.



Economic Development Award

Colorado Christian University was given an economic development award by the Jefferson County Economic Development Corporation, in recognition of adding vitality to the area by its continuing commitment to Lakewood.

UPCOMING EVENTS

Save the date for these CCU events!



JUL Western Conservative Summit 1-3 July 1-3, 2016

The seventh annual Western Conservative Summit will convene at the Colorado Convention Center. The year's theme is "This Land is Your Land," and, as of press time, all major presidential candidates had been invited.



JUN-JUL Young Conservatives Leadership Conference 26-3

June 26 - July 3, 2016
Once again, students from age 16-20 will gather on CCU's campus, which will culminate in the Western Conservative Summit. For a week, students will learn from radio host Hugh Hewitt and CCU professors.



OCT Homecoming and Family Weekend 7-8

October 7-8, 2016
A time of fellowship and connection for alumni, current students, and families.

The Face of Progress

COLORADO CHRISTIAN UNIVERSITY'S NEW ANSCHUTZ STUDENT CENTER



FAITH | FAMILY | FREEDOM
Academic Excellence—Leaders for the 21st Century
A CAMPAIGN for COLORADO CHRISTIAN UNIVERSITY

“**T**he Faith | Family | Freedom Campaign continues to transform our Lakewood campus—in addition to new academic and residential buildings, CCU broke ground on a new student center this winter. “Situated at the crossroads of the residence side of campus and the academic side of campus the Student Center will be THE gathering space for students to dine, recreate and spend time with each other,” said Jim McCormick, vice president for Student Development. “This is the building that we have been waiting for that will ultimately strengthen who we are as a Christian living and learning community.”

Such transformation is made possible by a generous community that understands the mission of CCU—to better equip students to cultivate both a love of God and a love of knowledge, and who are ready to change the world when (or often, before) they depart.

Friends and alumni of the university have given and pledged almost \$38 million over the past four years for our



Dining area in the Anschutz Student Center

campus redevelopment. It’s a remarkable achievement. Thousands of students will benefit from state-of-the-art classrooms, living, and community space. And next, CCU is planning to break ground on a chapel, which is a core part of our identity.

STUDENT CENTER FEATURES

- Dining for 600 students
- Fitness center and game room
- Bookstore operated by Barnes and Noble
- Café with outdoor seating and fire pit
- Offices for Student Life and Activities
- 60,000 square feet



Architectural rendering of the Chapel



Bill Armstrong

A former U.S. Senator and successful businessman with ventures ranging from media companies to investment firms, Bill Armstrong became president of CCU in 2006. He calls his current position “the most significant, energizing, and rewarding work I have ever undertaken.”

PRESIDENT ARMSTRONG’S LEGACY

Colorado Christian University President Bill Armstrong announced in February that he will retire from the University later this year. Even as he asked the university’s governing board to begin considering possible successors, Mr.

Armstrong expressed heartfelt and profound appreciation to the trustees for “the privilege of being part of CCU.” He spoke of his deep thankfulness to the Board of Trustees—“they are salt of the earth,” the expertise of the staff and faculty—“they are among our dearest friends,” and supporters of the University, who have helped “support CCU scholarships and rebuild our campus.” •

“The most significant, energizing, and rewarding work I have ever undertaken.”

Armstrong has served as president of Colorado Christian University since August 2006. Highlights of his ten-year tenure include:

- CCU's College of Undergraduate Studies, the university's traditional program for recent high school graduates, enrolled 1,218 students for fall 2015, up from 850 students a few years ago.
- The university's College of Adult and Graduate Studies has served 5,236 students during the past 12 months and continues to grow rapidly.
- One hundred thirty-six high schools from coast to coast now participate in the university's Dual Credit program in which 3,245 students are enrolled in CCU-supervised classes for which they earn college credits.
- Incoming College of Undergraduate Studies students now bring with them an average ACT score of 24.9 (national average is 21) and a grade point average of 3.62.

- For the fourth year in a row, CCU was ranked in the top two percent of schools nationwide for excellence in its core curriculum by the American Council of Trustees and Alumni.
- This year CCU will award more than \$14 million in scholarships.
- CCU has been named a Top Conservative College by the Young Americans Foundation.
- Two hundred sixty five students are participating in varsity sports. In recent years, CCU teams have won RMAC and NCCAA championships.
- Last year, CCU's Employment Management Services placed 216 students in full or part-time jobs, more than 750 total in recent years.
- CCU's Centennial Institute is emerging as a national brand, an intellectual powerhouse that brings great scholars, speakers, authors, and activists to campus.



President Armstrong, CCU Commencement

PRAISE FOR PRESIDENT ARMSTRONG

"Bill Armstrong is a 'once in a generation' president. He was a revolutionary president, causing a transformative shift in the quality and ethos of CCU. It's been a privilege to serve with him."

- Board Member Don Sweeting

"Being at a board meeting with Bill is like getting an MBA in how to run a Christ-centered business. He has always been passionate about making CCU the best Christian university in America. And that kind of passion has created a desire for the exceptional in everyone around him."

- Board Member Sam Kimbriel

"During the last 10 years, I watched Bill in action and came to realize that he is truly an exceptional leader and the most effective executive I have ever known."

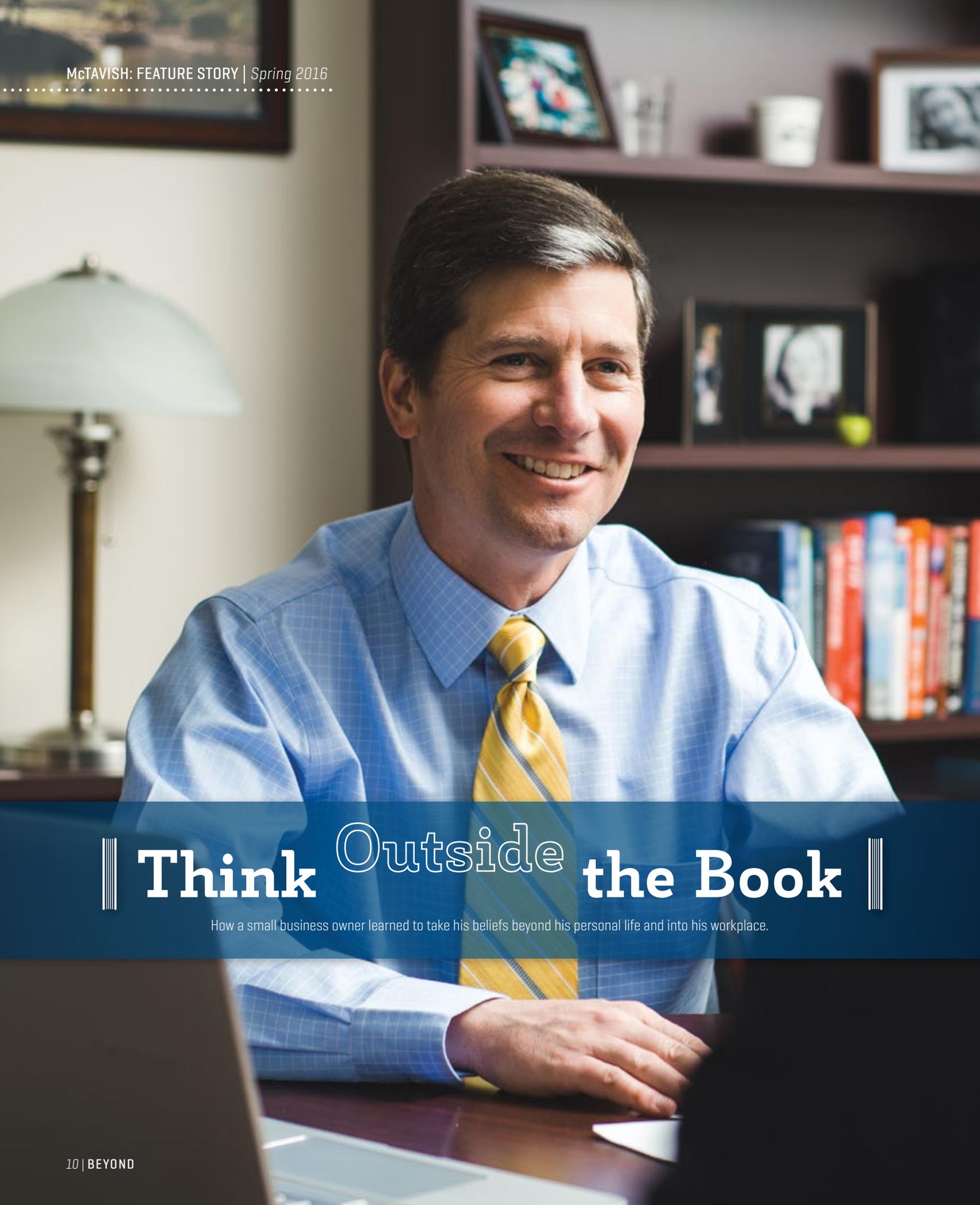
*- Former Chairman of the Board
Bill White*

"Bill's leadership has touched every facet of this University, but I believe his leadership in faith, his completely 'sold out' love for Jesus, is his true legacy."

- Board Member Christine Mastin

"What I will always remember is the invitation to go to our knees and pray at the end of every trustee meeting. It is a stunning picture of what is true in Bill's heart and an invitation to keep our eyes on the Savior." - Board Member Terry Leprino

"CCU—not the Senate, Congress, or even business—has been the pinnacle of [my dad's] career. He is my hero and my role model." - Wil Armstrong



|| Think Outside the Book ||

How a small business owner learned to take his beliefs beyond his personal life and into his workplace.

WHY DOESN'T HE KNOW?

Tim McTavish sat at his desk at InsureMe, the company he had founded. They sold insurance leads to clients—the way Lending Tree does with home loans. Tim was a Christian: he had gone to a Christian university and learned the essentials of business. But one of his employees, a young man who didn't appear Christian at all, at least not in the traditional, clean-cut way, had found the courage to go up to Tim and ask a crucial question, "Tim, do you know Jesus?" In the moment, and in the days after, two thoughts resonated with Tim. The first was the risk that this young man was taking to approach his boss with such a question. The second was, "Why doesn't he know that I'm a Christian?"

FROM FAX MACHINES TO INTERNET

In the early 1990s, McTavish was selling insurance policies. "But I knew I wanted to run my own business," he says. "So I began selling leads to insurance agents." He started in the Front Range area, connecting people who needed insurance—car or house, for example—with agents looking to gain clients. We're familiar with the models now. But this was in an era before the internet.

"We bought television spots in the Colorado Springs area," explains McTavish. "It was the most cost-effective way to advertise. Essentially, the stations would run our ads when they didn't have any other, more expensive ads to run. It meant we might get no calls for a few days, and then more than we could handle the day after because all our ads ran."

Clients would see the ad and call, and McTavish and his fledgling employees would write down the information and fax it to insurance agents.

"We had two phone lines," he recalls. "If



both were busy, people would leave a message and we had to call them back." The business slowly grew. Without major set-up or inventory costs, and with his wife working, they scratched by without a traditional loan—only \$4,000 in credit card debt.

Three years later, in 1996, the business was stable. But new technology was about to make it much more far-reaching. "I heard about the internet, and I could foresee this entire process on it," McTavish says. "And really, we happened to be in the right place at the right time."

As any businessperson can tell you, success isn't just about timing; it's about taking advantage of the opportunity. So, McTavish did what any small businessperson would do: "I literally read HTML for Dummies," he says. "And we put together a web page."

The internet presence meant they could generate more leads in more areas. The time-consuming process of picking up the phone and writing down information before faxing it away was dramatically streamlined.

"We'd get leads in an area and give them to

agents for free, and then ask agents to sign-up for the service," McTavish explains. "It was a great way to expand."

A NEW BUSINESS MODEL

But the business wasn't thriving. "I didn't want to force my beliefs on anyone," says McTavish. "And it became an ugly work environment. It was not God-honoring. Our turnover was 300 percent, which means the average length of employment was four months. We had people literally go to lunch and never come back."

"It was not God-honoring. Our turnover was 300 percent, which means the average length of employment was four months."

One day, Tim was at his desk and the young man, dressed as a Goth, came up and asked if he knew Jesus. This marked the beginning of a sea change for InsureMe.

“There were three things that happened together. The young man was one. At about the same time, I had a high level employee who had to go to the hospital. He was out of the office for some time, and one day I had a call from the hospital. Terry wanted to see me,” McTavish tells. “As I got there, I could see he wasn’t doing well. And Terry said, ‘Tim, pray for me.’ I told him I would. And then I left. Too embarrassed to pray then and there, I told him he would be in my prayers. When Terry passed away just a few days later, I came to realize that I had failed him. I was the only ‘pastor’ Terry had, and I didn’t live up to my calling.”

The third event was a book: a friend gave McTavish *Business by the Book*, by Larry Burkett. In reading it, McTavish realized that a person’s workplace is his or her pulpit—the place where someone can both demonstrate and share the love of Christ. “I was in my mid-thirties, and I should have known,” McTavish recalls. “But I committed my business to the Lord.”

GIVING IT AWAY

The commitment was not a one-time act, but a beginning. McTavish began reading any leadership books he could get his hands on. “I read [John] Maxwell, [Ken] Blanchard, to learn about how to create a culture. I didn’t even understand the term culture, or how we could have one at the beginning.”

From there, McTavish took a risk. For a business with tremendous turnover, he asked the employees to develop core values. They decided on a few, and he built teams to support each value, ensuring they would be more than a statement—but something that truly guided the company. The employees chose integrity, leadership, and innovation, but McTavish insisted on the fourth core value: love.

“I defined it by how Jesus defined it: doing to others what you would have them do to you,” he says. “People were curious



and skeptical at first. But I knew this was important.”

“The business was a tool to make good in the world. Not only an end to make money.”

One of the biggest changes was corporate giving. InsureMe began to tithe on their profits—giving away ten percent. They matched employee giving, but that wasn’t enough. They eventually tripled employee giving—giving three dollars for every dollar an employee donated to a cause. Volunteering became a key part of the culture. “People would go on mission or service trips, and we would help support them, both by giving and by allowing time away,” says McTavish. “We had food drives. We supported people’s kids as they went on mission trips.”

Sometimes, there would still be a surplus of profit to give away. “We would get together at the end of a year and decide, as a company, where to give another \$50,000,” McTavish says.

The culture did a one-hundred eighty degree turn. Turnover went from 300 percent to ten. “People were sad when they had to leave, if a spouse took a job across the country,” he explains. The two biggest expenses—based on employee effort and turnover—were radically reduced. People were engaged at work. As proof, InsureMe was named one of the top 25 small (50-200 employee) companies to work for in America.

“The business was a tool to make good in the world,” says McTavish, “Not only an end to make money.”

THE MISSION

Today, McTavish teaches an entrepreneurship class to undergraduates at CCU. He came to know about the university during a men’s Bible study. He followed that with a tour of campus, where he met President Armstrong, who later invited McTavish over. “He gave me a Bible quiz,” McTavish recalls. “Not long after, I was invited to join the board.

“I love CCU. The diversity and breadth of it give a clear picture of the body of Christ.”



InsureMe Team



InsureMe Employees volunteer their time on a work project

McTavish also sold InsureMe. A series of events made it clear that the time was right to sell the business, but it's clear that he loved it. "I developed a tactful boldness," he explains how the business changed him, "because I saw the brevity of life. I had an enthusiasm about what we were doing. I loved being at the office."

During the sale, he met Rich Plumridge (p. 22), whom he later invited to the Western Conservative Summit. InsureMe's impact lives on, even if McTavish has stepped away. But the company isn't the same. "After the sale, the parent company pulled back charitable giving. It had a crippling effect on the culture," McTavish says.

So he's started a new venture. After obtaining his MBA at CCU, with a potential eye toward teaching, he kicked off Giving Zone. "It's cause-based crowd funding, like Kickstarter, but with a stronger sense of purpose," McTavish says.

It's appropriate, of course, that giving is part of the mission. Because whether Tim McTavish is teaching CCU students, serving on CCU's board, or starting a new venture, the core value of love will be one he both demonstrates and teaches to others. •

Board Member Highlight



Robert L. Woodson, Sr., is founder and president of the Center for Neighborhood Enterprise and one of America's most influential leaders on issues of poverty and upward mobility. He chose the word "enterprise" in naming the organization because he believes strongly that market-based principles should also operate in the social economy.

Often referred to as the "godfather" of the movement to empower neighborhood-based organizations, Bob Woodson's social activism dates back to the 1960s. But in 1981, Woodson founded the Center for Neighborhood Enterprise to strengthen and advocate for neighborhood-based organizations struggling to serve their communities. The Center has provided training and capacity-building technical assistance to more than 2,600 leaders of community-based groups around the country. The youth violence reduction program he created, called the Violence-Free Zone, is effectively reducing violence in many of the nation's most troubled schools and communities.

Woodson has taken Wisconsin Congressman and current Speaker of the House, Paul Ryan, on a "listening and learning" tour of some of America's most impoverished neighborhoods in an effort to move beyond the traditional conservative and liberal understanding of how to address the needs of the poor.

Woodson is a close friend of Colorado Christian University, and has served on CCU's Board of Trustees for six years. CCU is proud and honored to call Robert, one of the finest entrepreneurs, family. •

PROJECT: CENTENNIAL INSTITUTE

A CONVERSATION WITH DIRECTOR JEFF HUNT

Jeff Hunt is the new director of the Centennial Institute. He brings a wealth of experience, including working as Media Coordinator for the Senate Republican Conference, Director of Operations for the Clapham Group, Special Assistant to Senator Rick Santorum in his 2012 White House bid, and Director of Colorado Coalitions for Mitt Romney's presidential campaign.

He is the founder/CEO of Avinova Media Group, one of Colorado's largest conservative advertising agencies. We sat down with him in March to discuss his new position.

What are you working on right now?

Our big flagship event is the Western Conservative Summit. Our goal is to make that bigger and better every year. That's July 1-3 at the Colorado Convention Center.

What I've always said is that Centennial Institute makes a really good hamburger. And when you make a really good hamburger, don't change the recipe. So, there's a lot that we'll continue. Our mission is to live out CCU's strategic objective to: Impact our culture in support of traditional family values, sanctity of life, compassion for the poor, Biblical view of human nature, limited government, personal freedom, free markets, natural law, original intent of the Constitution and Western civilization.

To do that, we want to expand our influence. We're growing our digital media platforms—our Facebook page is almost as big as CCU's itself. We have a really great YouTube channel where we've archived all the speeches at WCS over the years and our Strategic Objective workshops. We've had over a million views on our YouTube channel. It's really a great place for education.

How do you see the Western Conservative Summit continuing to grow and develop?

I want Centennial Institute to be known as more closely aligned with CCU. We want the summit to be known as a project of CCU. Western Conservative Summit will

have stronger faith elements. We want it to be clearly political, and a place where people who are heavily political can come and be comfortable, but to focus on introducing them more to CCU.

Overall, what you'll see is that the summit is more open about its faith, and it has a stronger connection to CCU.

How will Centennial Institute continue to serve the needs of the University?

When we got here, we catalogued everything—I wanted to know all the different stats on numbers, lists of who has spoken, etc. But one of the things that was my favorite in terms of cataloguing is what our 1776 Scholars have done. These are students from CCU who intern out of our office. We've had a total of 56 of them, and it's been amazing to see what they've gone to do. These are students who have gone to work at top-level conservative think-tanks in D.C. They've gone to law school, they've worked on campaigns, they've worked in Senator Cory Gardner's office, they've joined the military—these are really remarkable students.

“President Armstrong has created something unique here—a top Christian liberal arts school combined with conservative public policy engagement.”

If you ask me the lasting impact, it's these 1776 Scholars who are trained here, they get to meet people, and as they go out and build their careers, they have a great head start and are making a big difference.

President Armstrong has created something unique here—a top Christian liberal arts

school combined with conservative public policy engagement. It's very unique and appealing to people, which is why we've had an explosion in political science majors, too.

It sounds like it fits with your background—you have a Master of Divinity from Fuller Seminary and a Master of Political Management from George Washington University.

Yes, this was a tailor-made job. I love the classic Christian liberal arts education. It's very unique. You get into Washington, D.C., and people are very intellectual, but they can't talk about their faith. They've never been in a place where they've been guided through the most challenging questions of Christianity.



The Christian liberal arts education is very important. But other schools lack this engagement with a conservative public policy worldview. They don't train civic engagement.

William Wilberforce wrestled with whether he should leave politics and go into ministry,

and his pastor said, “God's created you for such a time as this.” Wilberforce not only helped eliminate the slave trade, he promoted public education for the poor, the first-ever Royal Society for the Prevention of Cruelty to Animals, helped perform missionary work in India and improve treatment of Indians by the British Government—because he had a pastor that said, “Stay where you are; God's created you for this.”

So it results in Christians shrinking back from that arena?

Part of it is that Christians who engage in public space often do so only in a handful of areas—life issues, religious freedom, marriage—and these are really, really good areas. But Christians should be passionate advocates for alleviating poverty and reducing criminal recidivism. We should be thinking about issues of religious freedom abroad, public education reform. Part of our mission is to help the church engage the public space in a wide variety of issues.

What do you want Centennial Institute to be known for?

We have a very unique position. We serve at a Christian college, and what we want to be known for, above everything else, is the proclamation of Jesus Christ—the saving grace through relationship with Jesus. We have an opportunity to proclaim the gospel in ways that no other political conference is going to do.

We're too conservative for liberal friends and too religious for conservative friends. That's a really good place for us to be. Our perspective is first and foremost driven by the gospel and the Jesus Christ of the Bible. I hope that people know Centennial Institute is first and foremost Christian. We promote public policy ideas that are rooted in the Bible—that's what I'd like Centennial Institute to be known for. •

LOKI THE ADVENTURE DOG

ONE MAN. ONE CAMERA.
AND THE PUP WHO CHANGED HIS LIFE.

A FROZEN WATERFALL

Kelly Lund (2008) didn't have a business plan to become an internet sensation. He hadn't taken lots of photography courses or studied social media. Instead, the former youth ministry major with an outdoor leadership minor took a picture of his dog, Loki, in front of a frozen waterfall in Wyoming. That photo is really what started it all.

"I'd had Instagram and taken a few photos of Loki," explains Lund, "and people made fun of it. But I was in Wyoming with my best friend, and I took Loki's photo in front of a frozen waterfall, and I decided to record Loki's adventures on Instagram."

"If you want a dog, you need to restructure your life. You need to make sacrifices for that."

Loki is part husky, malamute, and Arctic Wolf. Lund is the outdoor recreation coordinator for the City of Denver, which means he runs high ropes courses, leads a ski and snowboarding program, or goes to schools to lead team building activities—when he's not up in the mountains on his own. For such an adventurer, it didn't only make sense to take Loki on his journeys—

Lund saw it as his responsibility: "If you want a dog, you need to restructure your life," he explains. "You need to make sacrifices for that."

MAKE IT FUN

Lund's Instagram feed, which grew to have 2,000 followers in a few weeks after posting the first picture, and has nearly a million today, is a testament to his philosophy. "I realized I had a platform and a voice," he says, "and I wanted to inspire others to get out, explore the world, and make memories with their dogs."

He grew up around photography, but has been largely self-taught. His secret? "I'm learning to continue to tell Loki's story," Lund explains. "People aren't always there for the great photography—otherwise, the best photographer would have the most popular Instagram. You have to make it fun and relatable."

By making it "fun and relatable," Lund became part of the GoPro family, and you can see Loki frolic down ski slopes thanks to a GoPro camera. He was at the last X-Games, and recently had a shoot with Mercedes Benz.

"Since last September, I've really just been responding to opportunities," Lund says. "It's a side project, but there's lots of opportunities. And I love what I do." •



 You can follow Loki's adventures on Instagram @ loki_the_wolfdog

BLACK and BREW

JOSH MCNEILLY IS CHANGING HOW PEOPLE DRINK COFFEE.



ONLY BLACK COFFEE

In college, Josh McNeilly didn't really drink coffee. His evolution began with a job at Starbucks. "I drank only sugary coffee drinks," he explains. "But I had to journal about each coffee we offered." It was the seed for where he's grown today.

Josh McNeilly isn't simply a coffee lover; he's an expert. "I had a coffee called Amaro Gayo," he recalls. "It tasted unlike anything I'd had before." Amaro Gayo comes from the birthplace of coffee, Ethiopia, and it's known as an exceptional coffee. "I began reading about coffee," McNeilly says. After his job at Starbucks, McNeilly worked at a variety of coffee shops in the Denver area. Next, he was ready for a social experiment.

"It was a weird business idea," McNeilly admits. "But I had to try it. We began working at motorcycle shows and concerts. We had a pop-up in the Highlands. I wanted to educate people about great coffee."

SERVE ONLY BLACK COFFEE. NO CREAM. NO SUGAR.

In August of 2014, McNeilly completed a Kickstarter campaign—he raised enough cash for a permanent store in Denver's up-and-coming River North (RiNo) district. And he started Black Black Coffee. While Black Black Coffee serves espresso drinks, such as lattes, they specialize in pour-overs—water hand-poured through a filter, producing one cup of coffee with outstanding flavor.

BUILDING RELATIONSHIPS

McNeilly builds relationships with craft roasters and serves only the best coffee. "Coffee is scored on a scale of 1-100," he explains. "Commodity grade—what most people drink from the store or coffee shops—is scored below 85. We try to use

only coffees with grades above 90." The high-quality coffee, roasted properly, translates to no need for cream or sugar. In fact, McNeilly and his team will sample coffees—what's called a cupping—in a blind taste test to ensure it meets their expectations.

All of this is possible due to McNeilly's business model. "It's a direct trade model," he says. "Roasters are going to coffee farms around the world, looking for farmers willing to do some extra things to make a great coffee bean. And, where farmers are willing to put in extra work, they're getting paid two times as much."

It benefits local farmers. And it benefits consumers thousands of miles away. "We still get some pushback—people want to add cream or sugar," McNeilly says. "But we opened a food service in January. It's been month-to-month for a long time, but the business is finally getting established." Coffee lovers—and those who aren't yet coffee lovers—can rejoice. ●

THE FOOLPROOF GUIDE TO STARTING YOUR BUSINESS



1. Become an expert.

“Make sure you know what you’re doing,” says Katie Eide of Perch Realty. “Education is super important.”

Josh McNeilly of *Black Coffee* agrees: “Learn everything there is to learn,” he says. He recommends *The E Myth*, by Michael Gerber. “It’s about how to start a business and not work in the front of the house the whole time.”



2. Find your niche.

“Do something different,” McNeilly suggest. Kelly Lund, who catalogs his adventures with Loki the Wolfdog, agrees. “When you find your niche, push the boundaries. It’s hard to be diverse and creative—in winter, I have to avoid posting all-white photos because of the snow—but it’s necessary.”



3. Invest. “Live well below your means,” suggests Eide. “Be wise with your finances. In the beginning this is difficult, but it’ll allow you to make the best decisions for your clients, versus what you think you need for yourself.”

“Have capital,” says McNeilly. “It’ll reduce your stress. And use mentors. You’ll have 10,000 questions you don’t know the answer to.”



4. Make it your life. “If you want to be really good,” says Lund, “You have to spend ten times more on it than you think you will. It has to be part of your life. You always have to be thinking with those glasses on.”

— ALUMNI — NEWS 2016

Andy Anderson [Former Board of Trustees member]

- Andy and his wife, Judy, circumnavigated the globe last year. Andy visited his 200th country when he reached Brunei, a small kingdom in the South China Sea. The couple also celebrated their 53rd anniversary aboard the ship. Married in 1962 without a honeymoon, Andy comments, "I guess you could say we've been honeymooning ever since." **01**

Amber Barnett ['13] - Amber graduated from Colorado Christian University with her husband, Jared. While at CCU, she learned to enjoy every minute of her time, advice she wishes to pass along to other students. Amber now teaches at Front Range Christian School in Littleton, Colorado, and her husband is the youth pastor at Denver United Church.

Helena Clark ['88] - Helena studied Youth Ministry and graduated from CCU in 1988. She and her husband, David (DC), recently celebrated their 15th wedding anniversary. DC and Helena currently live in Highlands Ranch, homeschool their daughters, Amelia (12) and Eliana (11), and participate in Classical Conversations (CC). Helena will be a 'Challenge A Director' with CC this coming fall. **02**

Jeff Dempsey ['09] - Jeff graduated from Colorado Christian in 2009 with a degree in Youth Ministry. He is continuing his education and pursuing graduate school this summer at the University of Nebraska Omaha where he hopes to obtain a master's in Information Assurance. **03**

Jason George ['96] - Jason George is the father to two sons, MD (9 years old) and Andrew (5). They enjoy taking winter backpacking trips in the Western Sierras where they camp, build snow caves, snow shoe, and cross country ski. His highlight, he says, is a nightly devotional time where they read the Bible and bond together as men in Christ. **03**

Matthew Hartman ['97] - Matthew served as a full time youth pastor, but God laid it upon his heart to go overseas. He and his wife, Amy, have partnered with Josiah Venture. They moved to the Czech Republic with their four children to serve in Ostrava, then Pisek. They currently work with the leadership team at Elim Church, offering leadership support and developing the discipleship ministry. **04**

Archa Hill ['77] - Archa graduated in 1977 from one of CCU's heritage schools, Rockmont College. He recently celebrated his 66th birthday with a vacation to New Orleans. He says, "Be in the WORD, not just for study but for yourself." **04**

William Honsberger ['78] - William, 'Bill', graduated in 1978 from Western Bible College, one of CCU's heritage schools (Pastoral Theology). He and his wife, Terri, have five children, Scott (35), Shawn (34), Andy (31), Gabe (28), and Joey (28). He says, "Take the Word of God seriously—the world is changing hard and the storms are coming." **05**

Kevin Mahoney ['15] - Kevin just recently graduated from CCU's College of Adult and Graduate Studies (Biblical Studies). He and his wife, Sharon, have planted a church that focuses on "church misfits." The church's mission is to express freedom from culture, even "mainstream" church culture, and follow God's calling to transform the world from the bottom up and the edges inward. **06**

Pamela Nicholson ['88] - For the past 30 years, Pamela has served as a worship leader. She now has her Master's of Divinity and is currently working on her Doctor of Ministry. She says, "Music will always be a deep part of my life, although now God is leading me in another direction. A journey filled with adventure and new dreams. God is always on the move." **07**

Owen Shattuck ['01] - Owen obtained his Masters of Arts in Curriculum and Instruction from CCU in 2001 and is now Associate Editor in the Children's Ministry Department at Group Publishing in Loveland, CO. He resides in Loveland with his wife, Kim, and their three children. **04**

Briana Sinn ['14] - As a recent graduate, Brianna (Accounting) reminisces about her time at CCU and encourages current students to "make the most out of your time: take part in retreats, go to basketball games, go to speeches, make friends and get connected."

Alie Smith ['10] - Alie graduated from CCU in 2010. She still resides in the Lakewood area with her husband, Matthew. She says, "Take advantage of the community: get involved. Don't forget about getting involved in a local church. Getting those roots established while at CCU is much easier than when you've graduated."

Kelly Tenkely ['04] - Kelly studied education while at CCU and graduated in 2004. She has used her degree to start her very own K-8 Christian school, Anastasis Academy, which follows the innovative school model and has received international recognition. See <http://standagain.org> for more details. **08**

Sondra Tucker ['81] - Sondra graduated in 1981 from Western Bible College after studying Sacred Music. She and her husband, Jim, moved to Strawberry Point, Iowa, in 1990, and now both Sondra and Jim work in Awana, Sunday school, and are VBS directors. Jim also serves as a deacon in their church while Sondra enjoys directing the choir and serving as the church librarian.

Scott Valenti ['14] - Scott graduated with a Bachelor's degree in Organizational Management and now leads the donation processing team at WAY Media, Inc. His position entails involvement in most of the behind-the-scenes logistics and on-air fundraising events concerning donors. He says, "Embrace how the Lord can become the focal point of every task of your profession, even if you work in the secular world."





01



03



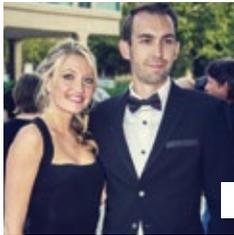
05



06



07



08



02

ALUMNI FOCUS

with Katie Eide, CCU '08

MASTER THE FUNDAMENTALS

Eide graduated in 2008, and she had an interest in real estate. She began working in a Metro Brokers office to pick up the basics. “I interned as a senior,” Eide says, “and continued working for Metro Brokers after graduation. I worked three days a week at Metro Brokers, and four days a week at Cardel Homes.”

As the market tanked, getting a foot in the door—let alone staying afloat—required hard work and know-how. “I got to know all aspect of real estate,” says Eide. “And I built strong relationships. At first, I primarily worked with investors wanting to rent or flip houses, but I also love helping first-time buyers navigate the process.”

Eide worked under another agent—which is how the process works in real estate—while mastering the ropes and taking classes. In 2012, she became an independent agent. Three years later, Eide started her own company.

IT'S ABOUT PEOPLE

So, Eide started Perch Realty in September 2015. “I put lots of time into the name and logo,” she says. “I wanted to help clients find a place to rest from their busy lives.”

With experience ranging from fix-and-flips—she still manages 25-30 of those a year—to first-time homebuyers, Eide has managed to build a diverse clientele. But the best part is being able to form relationships with her clients.

“Owning your own business gives you the freedom and flexibility to take care of your



“I wanted the chance to make decisions for myself,” says Eide, “and I love seeing the positive outcomes for people that I helped make possible.”

clients to the best of your abilities,” she explains. “I’ve been to birthday parties and weddings because I invest in the lives of my clients and have been able to create long-lasting work and personal relationships.” ●

Dear Alumni,

It's been a great joy and blessing to serve you as director of Alumni Relations at CCU for the last two and a half years! I am enjoying getting to know so many of you through events, social media, and emails. We have reestablished a dedicated Alumni Council that meets on your behalf quarterly. We have made huge strides in our social media presence and are hoping to continue connecting with more and more of you each year.

Over the last few years, I've started an Alumni Library with books and recordings that you have published. Please send more! Also, in celebrating the entrepreneurial spirit of our alumni in this issue, let me know about your entrepreneurial adventures!

In the coming year, we hope to add to our offerings Professional Development Seminars. If this is your strength or you have great ideas, please join us in this venture! Did you know that we started a mentorship program this past year? You can sign up to mentor or be mentored.

CCU Alumni are having a lot of fun together and continue to learn and love the Lord together. I hope you will join us!

Warmest regards,



MISSY SMITH

Director of Alumni and Parent Relations



Growing a Legacy

"The more kids CCU graduates, the better the world is going to be." - Rich Plumridge

1914 Legacy Society

If you're interested in leaving a legacy by including CCU in your estate, you'll become part of our 1914 Legacy Society. There are many ways to leave a gift:

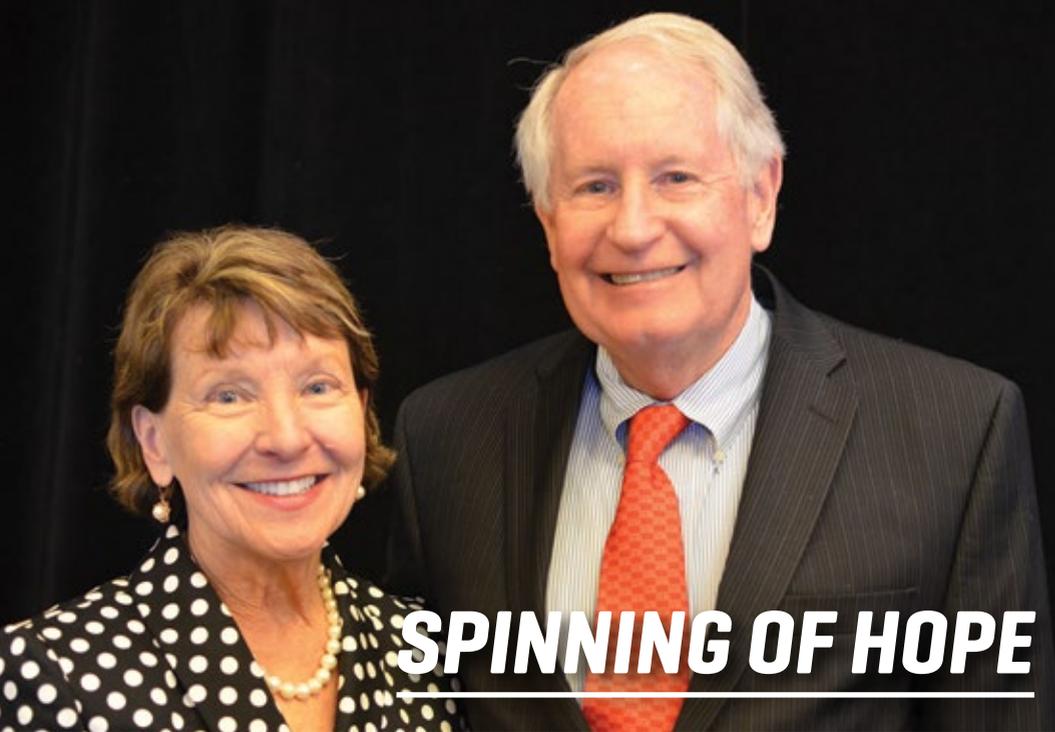
- IRA Beneficiary
- Will
- Lead/Remainder Trust
- Life Insurance
- Life Estate Gift
- And many others!

IRA Rollovers

If you're over 70 ½, you're allowed a charitable gift from your IRA for up to \$100,000. It's a great way to leave a legacy, and may count against your unsatisfied minimum distributions.

If you'd like more information or have questions, please contact Javan Greeson or Kathy Pettit at 303.963.3330, or visit www.ccu.edu/irarollover.

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UNIVERSITY



SPINNING OF HOPE

GREATER PURPOSES

On the surface, it's no surprise that Kim and Rich Plumridge were married. They both grew up in Long Island in nearby towns, and they went to the same high school. Kim's stepdad was a pilot for TWA; Rich's dad was, too. They knew of each other. But then, Kim went to college in Arizona.

This is where greater purposes intervened.

"I came home on break and someone took me dancing," Kim explains. "I was there as part of a couple, and Rich happened to be there by himself. When my date went to the bathroom, Rich asked me to dance. Three and a half years later, we were married."

STAYING INVOLVED

The newlyweds went to Cambridge for Rich to study law. Kim taught and supported the family. After law school, they made their first cross-country move. Rich took a position with a firm in San Francisco.

"We didn't have any money, so I was teaching during the day," says Kim, "and taking classes at Berkeley each night. I was pregnant. I look back now and don't know how I did it."

They had three children in California. Kim scaled back and substitute taught, so she could spend more time with the kids—quite literally, sometimes, when she appeared as the substitute in their classes. Rich worked in a variety of areas, including venture capital and IPOs.

"We didn't have any money, so I was teaching during the day and taking classes at Berkeley each night. I was pregnant. I look back now and don't know how I did it."

"At that point, my firm wanted to open an office in New York City," explains Rich. "They wanted an Easterner, and I was elected to go. We moved our kids across the country, and I was supposed to be there for two years to help open this office. I stayed for nine. It was like starting a small business."

Along the way, the couple stayed unusually involved in their kids' lives—and the lives of kids in general. Kim worked in the church nursery. Rich led Scouts and coached.

GIVING BACK

Later, after Rich's tenure in New York ended, they relocated to Colorado. They were foster parents for two years, and they kept children's pajamas and toothbrushes on hand, in case a child came to them in the night. "It was a 24-7 job," says Kim. "Some of the children were in terrible situations. But we were able to help."

As Rich was nearing retirement, he knew he wanted to give back. Tim McTavish (p. 10), whose company he had helped sell, emailed him, inviting him to the 2012 Western Conservative Summit.

"We started to go to CCU events," says Rich. "The strength of the professors and the enthusiasm of the students—getting out into the community and being productive, and carrying strong moral values into their entire lives—was clear."

"Every time we go to an event at CCU," adds Kim, "we come back feeling, 'Maybe there's hope.'"

They decided to support the university financially. "It is a matter of priorities and where we think we can make the most impact long-term," says Rich. "The more kids CCU graduates, the better the world is going to be."

Recently, beyond creating an endowed scholarship, the couple has made a future gift commitment by including CCU in their will. "As foster parents, we saw kids with difficult backgrounds, and we've seen what education can do," adds Kim.

They give to other areas, but CCU has become a mainstay. And now, this couple that met formally on the dance floor, that scratched their way through law school and a cross-country move, has found another way to impact kids: by supporting a university interested in the same values they are. •

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Stories Are Meant to Be Told.

If you're an alum of Colorado Christian University (or one of its legacy schools), we're guessing that you haven't been hiding under a rock since you graduated. You've landed jobs, published books, gotten married, had children, earned more degrees, and learned a lot about life on the way.

And we want to know about it. That's why we have a web page set up where you can share your story—good news or bad—and keep the community informed. Your story is important, and it'll have an impact beyond what you know. After all, stories are meant to be told.

ccu.edu/alumni/share



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