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Today's Dream, Tomorrow's VU Guild

Valparaiso University Guild, Inc. members share the dream of being part of a Christian network that positively impacts the success of Valparaiso University. In service to God and Valparaiso University, the essence of the dream today is the same as the founders' dream in 1931.

Throughout the Guild's history, leaders have enthusiastically sought opportunities to improve the organization. In 2003, as in the past, the approach to achieving our dream must be contemporary.

BACKGROUND
In 2001, national officers for the Guild agreed that to ensure vitality a strategic direction needed to be developed. An organization undergoes this process to develop strategies that adapt to an ever-changing environment.

Many members participated in the Guild's past strategic planning and the renewal process nearly a decade ago. Both processes established a foundation that benefited the Guild. Because of this work, the Guild's core values, vision and purpose needed no change. The current plan builds on past efforts while emphasizing the basics of serving the Guild's mission.

The rationale for initiating this process stems from Valparaiso University's evolving needs and challenges in higher education; developing better consistency among the national leaders to pursue shared goals; and a change in the Guild's volunteer base due to retirement of and demands upon its members.

PROCESS
The strategic planning process essentially occurred in three phases.

Initial exploration. At Targeted Leadership Forum 2001 past and present leaders discussed the Guild's status. Topics ranged from today's Valpo student to evaluating chapter organizational structure.

Targeted Leadership Forum, coupled with opportunities and vulnerabilities perceived by the national office, provided a basis for concentrating further effort.

Information Gathering. Nine chairs were appointed to explore the following nine areas: Guild History, National Meetings, Membership Retention, Membership Recruitment, Chapter Organization, Financial Opportunities, Volunteer Opportunities, Internal Stakeholders, External Stakeholders. Chairs worked with volunteer teams (consisting of members, nonmembers, women and men) to assess available information, survey stakeholders, gather additional information, and evaluate findings. Each team submitted a final report.

Prioritizing. Chairs met in August 2002 to discuss the reports. Each chair chose one objective from her area that was critical. Then general objectives that could impact the Guild were recommended. Over 30 objectives were considered.

The next question was: What first when all objectives were important? With some combining and further prioritizing, the chairs determined four specific objectives.

FOUR OBJECTIVES
The objectives listed here state what success will look like for the Guild. Each objective supports the other objectives and will be achieved simultaneously.

Chapter activities align with Valparaiso University needs. Valparaiso University knows chapter strengths and targets requests.

The essence of the Guild is to serve Valparaiso University's needs. Now the Guild must ensure that its activities fulfill

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WITH ONE VOICE
By Susan Dippold

Ringing in 2003, thoughts of a fresh start led me to make my traditional New Year resolutions. My first two resolutions may sound familiar: to get in better shape and to spend more time with family. New this year, I made a Guild resolution: To enhance the mission of the Guild in our support of and service to Valparaiso University. Let's consider the opportunities before us in this new year.

As the strategic plan becomes strategic progress, we focus less on what our strengths and weaknesses are, and more on the challenge of respectively accentuating or overcoming them. As an organization, national leaders have resolved to

- define how our strengths will meet the University's needs
- improve internal and external communication
- reconsider chapter structure, and
- evaluate funding abilities.

We have "resolved" to be a network of Christian women committed to the success of Valparaiso University.

It is important for you to realize that our resolution does not change our organization's purpose. Adjustments have been made to better serve University and member needs throughout the Guild's history. As you will read in this issue, what we seek in the new year and beyond is better harmony between the national, local and individual Guild levels. By doing so, we will be "With One Voice" as we share Valparaiso University with our communities.

Resolutions by their very nature can be hard to keep. But let's all resolve to work with the University and each other in making our organization stronger and more vibrant. With the Lord's wisdom and following his guidance, we can do this together. Let's keep this resolution for 2003, and beyond.

A SPECIAL THANKS

Tina Richie has served the Guild as office assistant since October 2000. She will return to a full-time position as mom to her two daughters and a newborn (due in June!). Those of you who have worked with Tina are aware of her cheerful attitude and diligence in quickly turning around your requests. We wish Tina and her family well.

2002-2003 Guild Scholarship Recipients

Children of Guild members are eligible to apply for Guild scholarships. Eleven scholarships totaling over $50,000 are given annually. Please call or see the Guild's website for a scholarship application.

COOKBOOK SCHOLARS

Seniors
- Erich Keller - Evansville, IN
- Joshua Klein - North Olmsted, OH

Juniors
- Nathanael Noon - Birmingham, AL
- James McBride - Warren, MI

Sophomores
- Katherine Berg - Corvallis, OR
- Warren Jones - Madison, WI

Freshmen
- Kelly Cowan - Palmyra, PA
- Kelly Jacob - Griffin, GA

PAST NATIONAL OFFICERS' SCHOLARS
- Andrew Engfehr - Collinsville, IL
- Elizabeth Recchia - Chesterton, IN

SHIRLEY AYRES JUD SCHOLAR
- Leah Engfehr - Collinsville, IL

Everyone may observe the construction of the Christopher Center online.
Building a Strong Academic Offense

Valparaiso University’s student-athletes are competitive on and off the playing field. In addition to developing physical strength the athletics department makes academics a priority for its students.

“Student-athletes are aware of the academic atmosphere before coming to VU,” stated Kathleen Marlowe, Director of Student-Athlete Services. Kathleen organizes programs to assist athletes in balancing the demands of a coach’s schedule with a professor’s syllabus.

As freshmen, student-athletes begin a circuit of study sessions and workshops to enhance scholastic performance. One of these workshops, Winning at Valpo, focuses on study skills, strategies and time management. Tutors and other assistance are available.

Student-athletes have competitive majors as well. The three most common majors are business, engineering and biology and/or chemistry. With several away games, travel time may become study time. Teammates study together and motivate each other to stay on the ball.

Student-athletes have incentive to work toward a winning grade point average. Since Spring 1999, over 50 percent of Valparaiso University’s student-athletes have achieved a semester GPA of 3.0 or above. A spring honors banquet recognizes upperclass students achieving a cumulative GPA of 3.25 and higher. Jessica Radtke, a senior softball player, agreed that these activities encourage athletes.

“A culture has developed and success builds itself,” said Kathleen. This surge is evident in the numbers. In Spring 2002, 102 students were awarded Presidential Academic Honors for a cumulative GPA of 3.25 and above (up from 27 students in 1991). 2

Registrations Abundant for Christian Women’s Conference

Response has been strong to the May 2003 Christian Women’s Conference, the second presented by the Guild in conjunction with the Jay and Doris Christopher Foundation.

The conference, Triumphs and Transitions, takes place at VU May 2-4, 2003. Highlights include keynote speaker April Ulring Larson, bishop with the ELCA, health breaks with VU’s College of Nursing, dinner at Strongbow Inn, closing worship with VU’s Walter Wangerin, and 16 different break-out sessions on topics dealing with personal growth, family, faith, and walking the word.

Guild members, alumni and friends of all ages are invited to attend. Lodging and travel arrangements should be made separately. The cost is $95. Registrations will be accepted until April 15. Registration forms and information can be obtained by visiting the Guild’s website, www.valpo.edu/guild. 2

Christian Leader Devotion

We crave to know our lives count for something, that we are worthwhile. Many of us have a life-long struggle with self-worth, seeing ourselves as worthless, on a treadmill of constant activity to prove we have value. I hear God saying, “Calm down! I have ordained works of significance for you.” As my Bible study mentor has many times impressed upon me, God is interested in who we are in Him, not what we do. If we are who He created us to be, He will put us places where He can accomplish His will through us.

In Ephesians 2:10 God says, “For we are God’s workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do.” Two reasons exist for our time on earth, one reason is to accept Jesus Christ as our Savior. The other is to help others accept Christ. Nothing else on earth is of any importance. If you aren’t convinced, read Ecclesiastes.

For members of Valparaiso University Guild, remember God has planted us. Bloom, walk in the good works He has ordained, for they are significant, even if we can’t see how. Remember it’s His garden.

Dear Father, help us see the importance of developing our relationship with you, to be all you created us to be and in so doing, be fit to be used by you for significant works that will bring others to you. 2

The Christian Leader devotional was written by Jeanie Singler, Puget Sound WA chapter. Her son graduated from Valparaiso University in 1995.
Intentional Success — Planning for the Bazaar and Auctions

It's time to plan for the Convention 2003 Bazaar, Silent Auction and Basket Boutique and to consider how participating will contribute to a chapter's 2003-2004 project fundraising goals.

In response to suggestions, the Bazaar/Auctions committee is considering new techniques. The committee's effort is only project fundraising goals. The information immediately! In the meantime, enjoy tips and ideas on how to achieve success.

Q: Why should my chapter participate?
A: First, funds raised support VU! But many chapters also value the fellowship from working on the projects. It is an opportunity to showcase a chapter's creativity and the specialties of a region.

Q: How much profit should a chapter make at Convention?
A: Funds collected will vary for each chapter, but overall, chapters should strive for 30-40 percent profit. For example, Racine WI (Kringles!) made 38.5 percent profit in 2002. Medina OH's new Guild logo totes were profitable since the chapter negotiated a low price with the vendor.

Q: How can we determine a Bazaar item's profitability?
A: OK, get your calculator! Chapters should set an income goal and work backwards. For a $100 goal, determine if the chapter prefers to sell 10 items raising $10 each or 100 items raising $1 each. Take into account the supply costs. Remember that no item is profitable if it doesn't sell. Choose items that appeal to Guild members, students, and VU employees.

Q: How can we increase profitability on Bazaar/Auction items?
A: Just ask! Several chapters have successfully solicited local businesses, corporations and individuals for donated or discounted items.

While on vacation, Four Winds member Kris Fox asked a Michigan cherry establishment if they would donate items to benefit VU. A few minutes later, she walked out with $40 in free cherry products. She donated the basket and wrappings and yielded $72 (100 percent profit) for her "Life is a Bowl of Cherries" basket.

Land of Lakes MN members shopped sales for a Christian Music Basket. Some joined Christian Music Clubs and donated the introductory CDs. Since all basket items were donated, the profit margin was exceptional! You may hear "no" from some — but give it a try!

The less it costs to put together, the more profitable it will be.

Q: How and when should we solicit businesses for donations?
A: Today! Businesses and corporations want to make donations to non-profit organizations, but usually have an annual donation limit (so ask early!). Call to learn the appropriate process for requesting a donation. If needed, send a request letter (sample letters are available). Then, send a thank-you note that indicates the item(s) received and the value. The key is to act now — not weeks before Convention!

Did you know?

The Valpo Fund

Since its early years, the Valparaiso University Guild has contributed to the Valpo Fund. Valpo Fund contributions are unrestricted gifts, meaning the gift is applied toward the University's most critical needs. These funds allow campus leaders flexibility to quickly react to unplanned expenses.

This fund is essential to fill any budget gap created in VU's annual operating budget. Tuition and fees cover 65 percent of the budget. Each year, VU must fund the other 35 percent from endowment returns, private gifts and other avenues. While state institutions can rely on tax dollars to help subsidize their annual budgets, private schools such as Valpo rely on donors to help every year.

Always seeking to meet the University's most critical needs, the Guild has supported this fund since the organization started collecting dues. The fund name, however, has changed from Current Fund to University Fund to Excellence Fund to its current name: Valpo Fund. Currently, 35 percent of each member's national dues supports this fund. Over the past decade, the Guild has contributed over $90,000 to the Valpo Fund.

Valpo Fund gifts allow VU to remain competitive year after year. Individuals seeking more information on this fund may phone the Office of Institutional Advancement at 800-833-6792.
Today’s Dream, Tomorrow’s VU Guild  

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VU’s needs for today and tomorrow. In addition, the University should know chapter strengths and interests so requests for assistance are inline with what a chapter can provide. Some chapters may have stronger connections with area churches — leading to developing church relations. Other chapters may have stronger connections with high schools — leading to recruitment assistance. An audit of chapter strengths and University needs will be conducted.

Internal and external stakeholders have a clear definition of whom the Guild is and what purpose the organization serves.

Depending on whether a person is a Valparaiso University student, alumnus, employee or Guild member, each has a slightly different understanding of the Guild’s purpose. By clearly articulating who we are, what we do and why we do it, the Guild will make a firmer footprint in the University community. Improving the organization’s identity will assist with membership recruitment. Materials will be developed to build a clearer identity.

Chapter structure better meets needs of member and national Guild. An affinity chapter structure gathers members around interests.

This objective asks that chapters evaluate what work makes an impact. Members have limited hours available to volunteer. With limited human resources, the Guild should respect its members’ time. At the same time, members will be encouraged to explore areas of service to Valparaiso University that match their gifts and interests.

Guild will operate under a funding structure that meets the needs of the University, national office, chapters and members.

To encompass a number of operational needs, this objective evaluates the Guild’s revenue and expenses to ensure that we are good stewards. Action steps range from establishing consistent names for Guild funds to establishing a recognition process to thank individuals and chapters for contributions.

NEXT STEPS

Since determining the four objectives, specific action steps have been developed to offer a road map for meeting the objectives. National officers, area directors and committee chairs met at Targeted Leadership Forum 2002 to decide what to accomplish before Convention 2003. At Convention, further information will be discussed and members will receive training and information on serving Valparaiso University.

Members should look at this next step as a reinvention of the organization. It is time to focus on the basics and the dream of what the Guild can be. The Guild’s 75th year, specifically Convention 2006, is a target for accomplishing these four outcomes. Embrace the dream to serve as a network of Christian women committed to the success of Valparaiso University.

Valparaiso University

MISSION STATEMENT:  
Valparaiso University, a private institution of higher learning distinguished by its Lutheran heritage of scholarship, freedom and faith, provides strong programs of liberal and professional studies well grounded in the arts and sciences by a faculty dedicated to challenging teaching and care for the individual in a residential setting where its students can develop as whole persons, prepared to lead in their professions and to serve both church and society.

Guild

MISSION STATEMENT:  
A network of Christian women committed to the success of Valparaiso University.

CORE VISION:  
The international community of Christian women using their gifts in volunteer service as unique and valued partners in the undiminished progress of Valparaiso University as the leading Lutheran university in the world.

CORE VALUES:  
- Christianity  
- Service  
- People  
- Excellence  
- Education  
- Commitment  
- Innovation  
- Communication  
- Optimism

CORE PURPOSE:  
The purpose of the Guild, organized as a nonprofit corporation, shall be to foster the physical and spiritual welfare of Valparaiso University by:

- creating and developing a greater interest in Valparaiso University as an institution of Christian higher learning;
- giving financial assistance to Valparaiso University;
- assisting in increasing student enrollment;
- seeking to provide facilities necessary for the physical and spiritual welfare of the students.
- emphasizing and reinforcing the call of the University to provide highly educated and committed Christian leaders for the nation and the world.
Welcome to an updated chapter-to-chapter section where members will still read what chapters are doing to serve in a network of Christian women committed to the success of Valparaiso University. Members will find ideas broken down by categories.

In the next issue, we will share ideas for communicating with chapter members. Please share ideas for invitations, newsletters or e-communication or other news with Area Directors! Share photos, too!

Valpo Sunday
To date, Church Relations reports that Guild members helped organize Valpo Sunday in 46 congregations (less than half of the national Guild goal). Among the more unique activities, Puget Sound WA member Ruth Kratzke directed a special closing of “Valparaiso Hymns” after the sending hymn. With one adapted verse from the old Valparaiso Hymn and one verse of the Alma Mater, the service ended with a loud “in God’s light do we see light!”

One of several Valpo Sunday activities planned at Peace Lutheran in Racine WI was introducing the six VU alumni present – as well as two recent admits!

One person from St. Petersburg FL contacts churches in the area for Valpo Sunday. Christine Hartman called churches that don’t have a Guild chapter nearby but used to participate in Valpo Sunday. Next year, Christine said she will start earlier, but her effort led to one additional congregation celebrating in 2003.

After celebrating Valpo Sunday, Battle Creek MI members met at a local restaurant. Please let the Guild office know how your congregation celebrated.

March Madness
Chapter members from Greater Kansas City opened their homes to guests visiting for the Mid-Con Championship.

To coincide with the NCAA Basketball Tournament, Washington DC made and sold sub sandwiches.

The men’s basketball team advanced to the NIT and the women’s team made their first appearance in the NCAA. Congratulations to the coaches and student-athletes.

VIMs: Very Important Members
VIMs is an opportunity to showcase special Guild members who share gifts with the Guild and other organizations.

A charter member of Columbia Cascade OR, Char Kroemer left Valpo in 1971 with a Spanish major to move to Japan. Yes, Japan (!), where she stayed for 11 years. Returning to Portland, she has taught English as a Second Language to visiting Japanese students; earned a masters degree in education; and has become a teacher/administrator at St. John Lutheran School in McMinnville, OR (where she also plays the organ and directs the children’s choir). Char frequently serves her chapter as secretary and serves nationally as the church relations chair and author of the monthly prayer network.

Norma Beerman, from Des Moines IA, celebrated her 90th birthday in December. She is a retired teacher, but she still volunteers at the school where her daughter teaches. She takes her dog on walks, but has given up jogging.

Boulder CO member, Cindy Finhuber, is a doctor. She and her husband have several children from Africa, the latest just a few months ago.

Men Behind The Guild
Each chapter has its “male” supporters — often seen parking cars, washing dishes, taking photos, setting tables and much, much more!

Missing that taste of summer, Buffalo NY members convinced these brave fellows to host the roast at a Winter Hot Dog Cookout. Hot dogs, chips and a drink were sold after services at a member’s church.

Pecans
At January’s Valpo versus Notre Dame game, Barbara McKissick from Naperville IL asked to submit the following recipe for Poor Man’s Turtles to the Guild Bulletin as an outstanding way to use those delectable pecans.

Only three ingredients are needed: Snyder (square) pretzels, Rolo caramels and pecan halves. She says to unwrap the caramels and place on the pretzel. Put in a 200-degree oven for five minutes. Place a pecan on top of each, then refrigerate.

Having pecans on hand was not the issue for Des Moines IA. Pecans sold so fast this year that members were busy calling each other to try to find pecans to meet the demand. They testify that chocolate covered pecans just seem to fly out the door.

New Orleans LA seconds the fact that pecans are flying! In Barbara Oster’s e-mail to her customers she states, “the pecans are being sold by the Valparaiso University Guild for the benefit of Valparaiso University (in northwestern Indiana), specifically the future Christopher Center for Library and Information Resources. Last year, the Guild raised over $100,000 toward a reading room. Nationwide pecan sales accounted for $25,000 of that amount!”

Then she refers customers to the University’s website (www.valpo.edu).

Happy Anniversary!
NW Ohio knows that simply surviving a chapter’s first year can be a challenge. So for a chapter to achieve a milestone is special, indeed. Saginaw MI will invite Valpo supporters to its 70th anniversary party on May 9. Special guests will include President Alan Harre.

Boulder CO will meet at a restaurant for their anniversary event. This chapter, though small, is still enthusiastic in its 40th year.

Eighteen chapters will be recognized at Convention 2003 for reaching a special anniversary.

Meeting Attractions
Several chapters utilized the talents and interests of members and community members to offer special presentations to help increase attendance at chapter meetings. From Area I, a Rochester NY member gave a presentation on plants of the Bible; a nurse practitioner who went to Afghanistan with a service organization gave a presentation to Baltimore MD including pictures of her experiences; and Northern Virginia toured the Daughter’s of the American Revolution museum.
Saginaw MI presented "The Life of Theodore Roethke/Reflections of Saginaw in Writing and Poetry" to add local flair to a meeting. Down the road, Detroit Suburban West will try something new when they invite members, alumni and guests to a springtime wine tasting party. A member and her husband own vineyards in Traverse City area and volunteered to share wine knowledge.

Wisconsin State Unit Meeting
"Bloom Where You Are Planted" (1 Corinthians 3) is the theme of Wisconsin State Unit's 57th Annual Convention.

Guild members from across the state will gather at St. Mark's Lutheran Church in Wausau on Saturday, April 26 for the day-long event, jointly hosted this year by Merrill WI and Wausau WI chapters. Rick AmRhein, University librarian and director of the Christopher Center, will share a progress report on the library that is scheduled to open in 2004.

Executive Director Julie Thomas will give remarks on the state of the Guild and University, and chapters will share information on fundraisers and other activities that have been successful.

"The noon time entertainment should be of special interest to those of German descent, but I'm sure all will enjoy it," says Sally Hostvedt, a member of Wausau WI and president-elect of the Wisconsin State Unit. "We are hoping for a good turnout!"

Welcome New Members
Four Winds blows to all corners of the country, but it seems they are blowing in the east this winter as the Guild welcomes new members Rachael Kiesling '00 of Rhode Island, Dorcas Mueller Claussen '54 of Delaware, and Louise Mitskevich Strachmeyer '67 of Danbury, CT.

St. Louis MO welcomed six new members! Total membership is now 49 with 17 as supporting members. Two new members joined Detroit Suburban West! Dundee IL looks forward to sharing their enthusiasm for the Guild with some new members!

Wild Card Idea
The topic of discussion during New Orleans LA's "Super Bowl Snack" food sale was that the new weatherman for a local station was Valpo grad John Gumm ('97). The food sale took place between the early service and Bible classes and featured donated items such as brownie mix, pecan slice cookies, pralines, Valpo Bean Soup mix, quart containers of Split Pea Soup and Chili, Mardi Gras Dip mix, Spinnach Dip mix, Meat Loaf Seasonings, Rum Cake along with Pecan Halves, Chocolate Covered Pecans and the Chocolate Caramel Pecan. In a short amount of time, the chapter raised $300 while also providing the perfect snacks for an afternoon of football.

EVENTS ON-LINE
Post your chapter's events on-line by contacting the Guild office. Look at what other chapters are doing by visiting http://www.valpo.edu/vuevents/.

WANTED
The Guild will soon begin to fill 2003-2005 roster positions. Roster members participate in the Guild at a national level and assist in guiding the direction of the organization. If you have talents and gifts to share, please contact the Guild office at Guild@valpo.edu or 1-800-748-4538.

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Sororities Initiate Service

Valparaiso University's 363 sorority women work together to support philanthropic efforts. Panhellenic Council, the sorority governing body, motivates each sorority to participate in service projects. In the 2001-2002 academic year sororities logged 8444 philanthropic hours. Sororities accumulate service hours from planning fund-raising events, as well as contributing to each other's events.

Sorority chapters work together. This year, Panhellenic Council initiated a service day that randomly assigned sorority members into work groups. Each group was assigned a location and a service project. "This encourages communication and friendship between chapters, while at the same time benefiting the Valparaiso area," stated Erin Wicklund, Panhellenic Council President.

Campus-wide participation grows for unique Greek philanthropic events. For Gamma Phi Beta's annual "Mr. Valpo" competition, sororities sponsor a male pageant contestant. As the contestants compete in categories such as talent and formal wear, sororities and fraternities attend to support their contestant. Charging an admission fee is one way Gamma Phi Beta raises funds for Camp Kearney, one of its charities.

For the Ronald McDonald House, money was collected in jars with each jar representing a color. Alpha Delta Pi women agreed to dye their hair the color that received the most "votes" (or money). Long after it occurred, the sea of pink and green hair reminded the campus of this fundraising effort.

Registering a team to play in Kappa Kappa Gamma's kickball tournament is another way organizations support one sorority's efforts.

The Mid-American Greek Council Association recognized Valparaiso University for its philanthropic contribution by awarding the 2002 Philanthropy and Community Service Award to Valpo.

SAVE THE DATE!

APRIL 13
Guild Day of Prayer

MAY 2–4
Guild's 2nd Triumphs and Transitions: A Christian Women's Conference

JUNE
FOCUS
New Student Orientation

AUGUST 23
Classes begin

SEPTEMBER 26-28
Guild's 72nd Convention (Shuttle from Chicago airports offered Thursday night only)

OCTOBER 3-5
Homecoming

OCTOBER 25-26
Family Weekend

NOVEMBER 7-9
Targeted Leadership Forum