

The magazine of George Fox University | Summer 2014

# George Fox

## JOUR

Business by



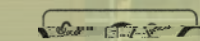
MBA alumnus Matt Watson  
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big profits 14



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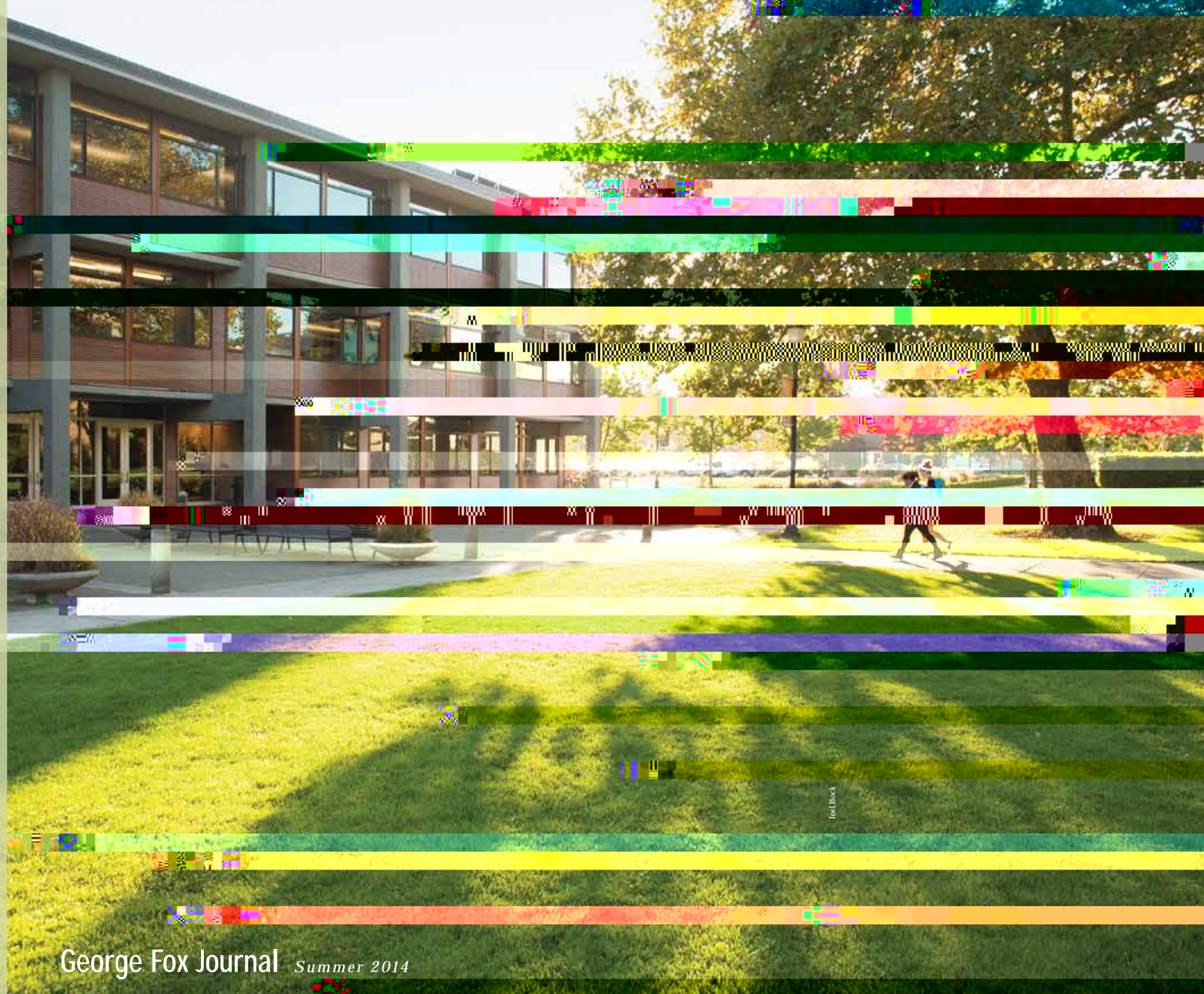
## OUR VISION

*To be the Christian university of choice known for empowering students to achieve exceptional life outcomes.*

## OUR VALUES

→ *Students First*  
→ *Christ in Everything*  
→ *Innovation to Improve Outcomes*

Cover photo by Joel Bock



# George Fox Journal *Summer 2014*

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## Some Things Don't Change



The beginning of May is always an exciting time on the George Fox campus – graduation time. Parents, grandparents, spouses, friends and others join our undergraduate and graduate students in celebrating their achievement. Smiles, shouts of joy – even air horns – ring through the air.

For faculty and staff, it's a time to reflect on the development of our students and the changes we've observed in them over their years at George Fox. I have a notebook on my desk that contains many of the letters and writings of longtime president Levi Pennington. Though he served more than 70 years ago, his thoughts still ring true today. Recently I read some of his observations on change and the mission of George Fox University:

*"Johnnie," said the boy's teacher, "what is the shape of the earth?" Johnnie replied, "My pa says that the world is in about the worst shape it has ever been in."*

*Well, whether Pa was right or not, the world is in a rapidly changing state, and the task of preparing young men and women for life in it is not an easy one. Living in the midst of this change, as we do, it is difficult for us to realize how great have been the changes even since the beginning of the 20th century. Riding in the train – they say it is still more emphatically true if one is riding in an airplane, but I wouldn't know – one needs to look out at the passing landscape to realize the speed of travel.*

*The auto, the airplane, the radio, the thousand domestic uses of electricity, air conditioning – why go on? – have made our outward world a very different one from that of our own boyhood – or girlhood, though that is naturally not so far back, whatever the calendar may say.*

*And we who are educators must prepare young people for life in this rapidly changing world. What is to be our guiding principle? What shall determine our aim and method? Well, one thing we need to remember is that in this world of change, certain things remain stable.*

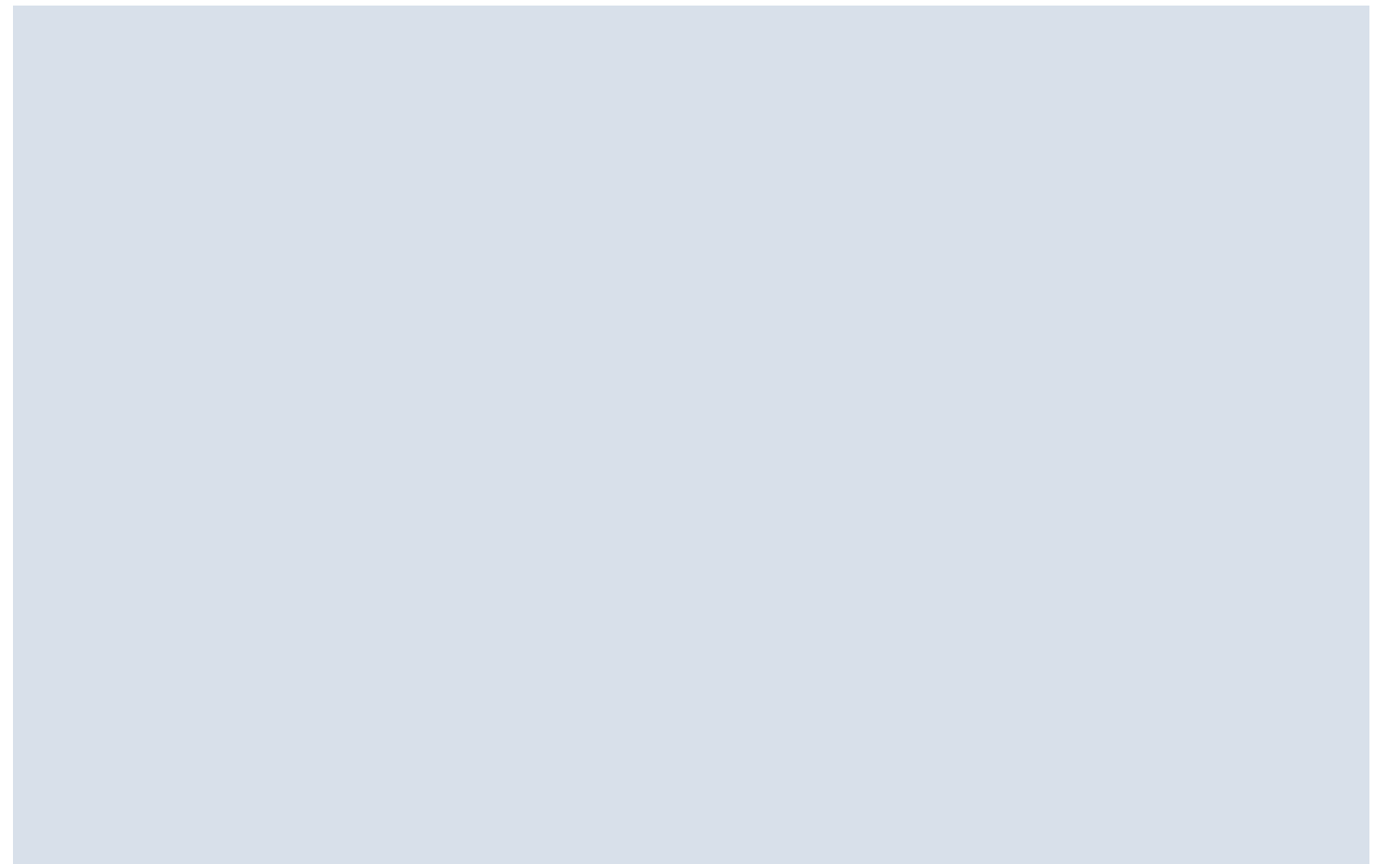
*Well, it is my personal conviction that the one most positive preparation for life is character. To develop industry, versatility, resourcefulness, dependability, alertness, honesty, straightforwardness, self-reliance, the power to give and to secure cooperation, a genuine love for humanity and loyalty to God and truth – if the teacher can succeed in developing character of this sort, his or her work cannot fail."*

Pacific College was founded in 1891 with a vision for its students to "dedicate their lives to the service of Christ." Its mission included an emphasis on "the ideal of service rather than selfishness, and of character as well as scholarship." Our culture often assumes that we live in the greatest time of change. As Pennington notes, that assessment is always a matter of perspective. Change has always been part of the human condition, and it has become more rapid as we've progressed into the 21st century. Whatever the changes we face in culture, certain aspects should remain constant. Although our world is very different from the one that was present in 1891 when the college was founded, its mission has remained constant and firm.

Standing on the stage during commencement, shaking the hands of hundreds of graduates, I was encouraged that our founders would be pleased that their vision was still at the forefront of the college they founded more than 120 years ago.

Robin Baker  
*President*







## Racing for a Cause

Amberly Vincent has long had a desire to travel and serve others, but even she couldn't have imagined how far those passions would take her.

Beginning in July, Vincent will visit 11 countries in 11 months as part of The World Race, a missions trip that "challenges young adults to abandon worldly possessions and a traditional lifestyle in exchange for an understanding that it's not about you – it's about the kingdom."



Vincent and 80 fellow travelers will begin their journey with a week of training stateside in Georgia, followed by trips to Albania, Turkey, Bulgaria, Romania, South Africa, Swaziland, Botswana, India, Nepal, China and Mongolia. The groups are divided into teams of eight, with whom Vincent will travel to specific cities within each country.

With a mission to reach the biblical directive of "the least of these," participants will engage in projects that include teaching classes, building, visiting orphanages and befriending girls involved in prostitution.

"I believe that everything that has happened so far in my life has pointed toward God's ultimate plan of sending me on the race," says Vincent, who graduated from George Fox in May with a bachelor's degree in Christian ministries.

Visit [amberlyvincent.theworldrace.org](http://amberlyvincent.theworldrace.org) to follow Vincent's race.

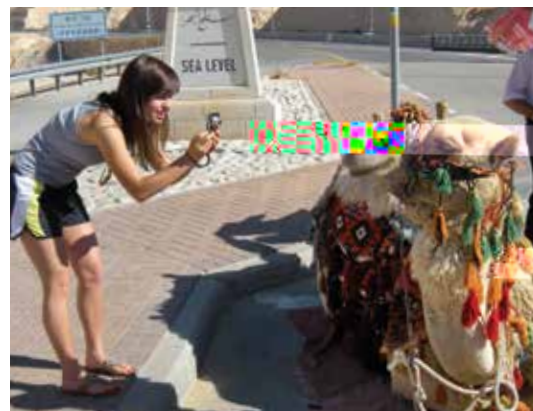
## By the Numbers

**4** The number of individuals from the George Fox community who have been identified as potential marrow donors for cancer patients, thanks to a Be The Match event (pictured above) held on campus in September 2013. More than 250 people registered at the event, meaning more potential matches could be found in the future.

## \$500,000

The dollar figure given by an anonymous donor to George Fox Evangelical Seminary to establish an endowed scholarship. The gift, which also includes up to an additional \$250,000 to match donations made by the seminary's leadership, will fund scholarships for students who otherwise couldn't afford a seminary education.

**5** The number of Northwest Conference championships the George Fox women's golf team has won in a row, the latest title coming thanks to an impressive defeat of runner-up Whitman by 30 strokes at the NWC championships. The women's track and field team, meanwhile, has claimed four straight conference championships.



## More than 200 Study, Serve Abroad

George Fox sent more than 200 students overseas in May as part of the university's Juniors Abroad and Summer Serve programs.

Nearly 200 students and 15 faculty members participated in nine international study trips with Juniors Abroad, visiting Africa, Central America, South America, Europe, the Middle East and the

Far East for three weeks in May.

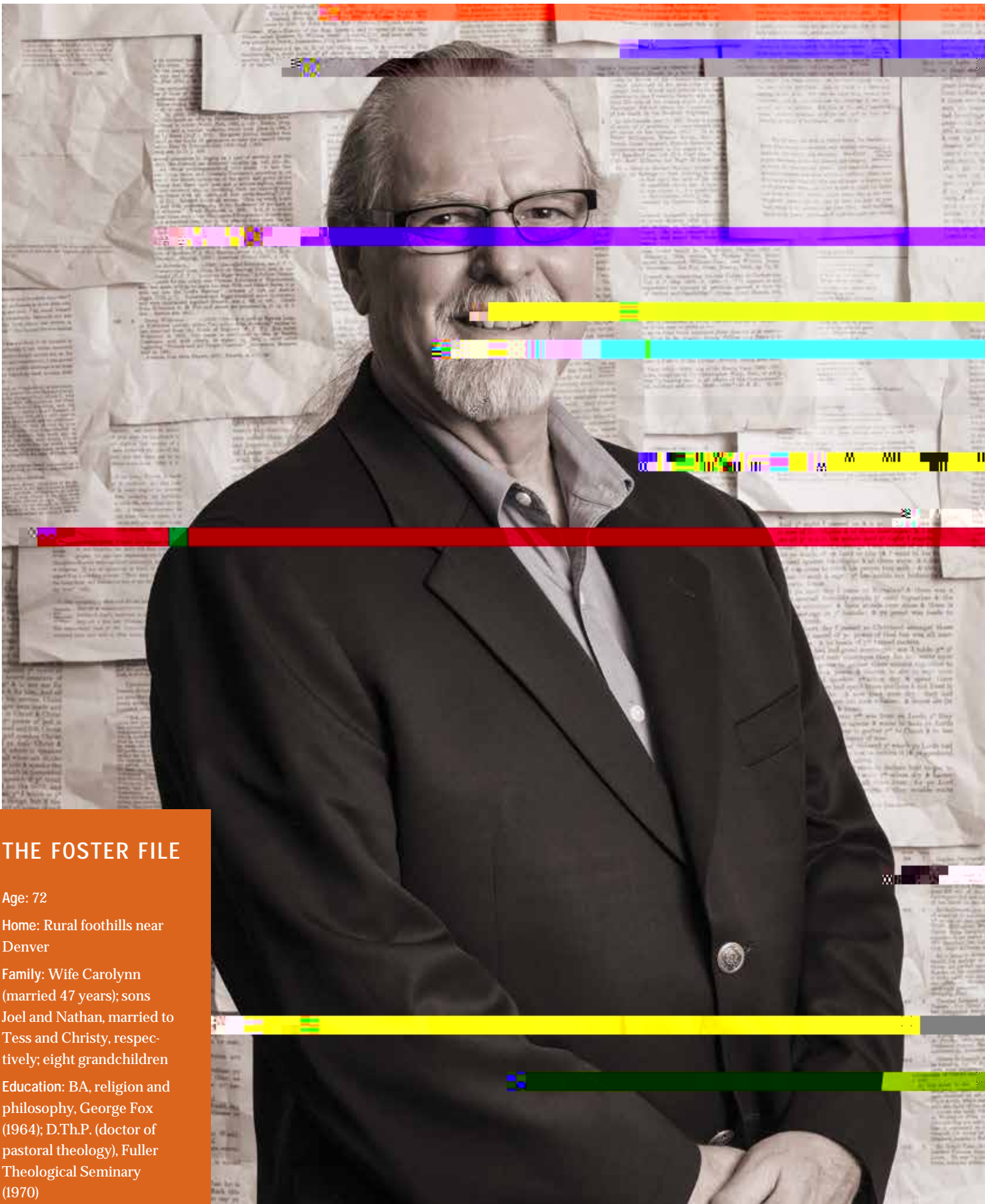
Meanwhile, three teams of about two dozen students, staff and alumni spent three weeks serving in Romania/Moldova, Argentina and Kenya. The Romania/Moldova and Argentina teams partnered with a longtime ministry partner, Word Made Flesh, to perform work projects and relational ministry. In Kenya, George Fox volunteers worked with Open Arms International, an agency dedicated to bettering lives through medical expertise, education, Christian ministry and partnerships.

The two programs are a big reason George Fox ranks high nationally for study abroad participation. With nearly half of the university's traditional undergraduates experiencing an overseas study experience before graduation, George Fox ranks among the nation's top 50 schools in the percentage of students who study abroad, according to *U.S. News & World Report* (2013-14). George Fox also ranks among the top five Christian colleges in study abroad participation.









## THE FOSTER FILE

Age: 72

Home: Rural foothills near Denver

Family: Wife Carolynn (married 47 years); sons Joel and Nathan, married to Tess and Christy, respectively; eight grandchildren

Education: BA, religion and philosophy, George Fox (1964); D.Th.P. (doctor of pastoral theology), Fuller Theological Seminary (1970)

It's been 50 years since you graduated from George Fox. What memories come to mind as you walk across campus?

It's wonderful to see the canyon. Many of the trees there are the same – they're old friends. They have grown a bit older and taller ... I've just grown older! I also think of the people, like Arthur Roberts and Lon Fendall. Lon and I established a ministry called "Youth Accent," and we would travel together to various churches to speak. Sometimes Howard Macy would join us and play the trumpet.




Business by



*MBA alumnus Matt Watson  
turns creative chaos into big profits*

By Jeremy Lloyd

 Matt Watson adjusts his tie, takes a seat and smiles for the camera, doing his best not to flinch. On his left employees launch paperwork and random office supplies in his direction, while on his right two graphic designers gleefully ready to douse him with a bucket of Gatorade. Meanwhile, his dog and young son randomly wander over to take part in the fun.

For many small business owners, this kind of commotion on a weekday afternoon would be a major distraction. For Watson, it's just another day at the office. After all, the owner of branding firm Watson Creative is in the business of controlled chaos. He thrives on taking all the creative energy his team can launch in his direction and translating it into real products and services that boost the bottom lines of both his company and his clients.

And, if at the end of the day you end up soaking wet and covered in old contracts, paper clips and rubber bands, so be it. That's the business of design. Or, as Watson likes to call it, business by design.





# What's Next

It doesn't seem that long ago when the Class of 2014 first set foot on campus, young minds ready to be encouraged, challenged and refined. Today, they're ready for the next steps in their lives. Before they left campus, we asked some of our most outstanding graduating seniors a simple question: What's next? Here are some of our favorite answers. Visit [georgefox.edu/classof2014](http://georgefox.edu/classof2014) to read more.





# MAKING THE CONNECTION

By Sara Kelm

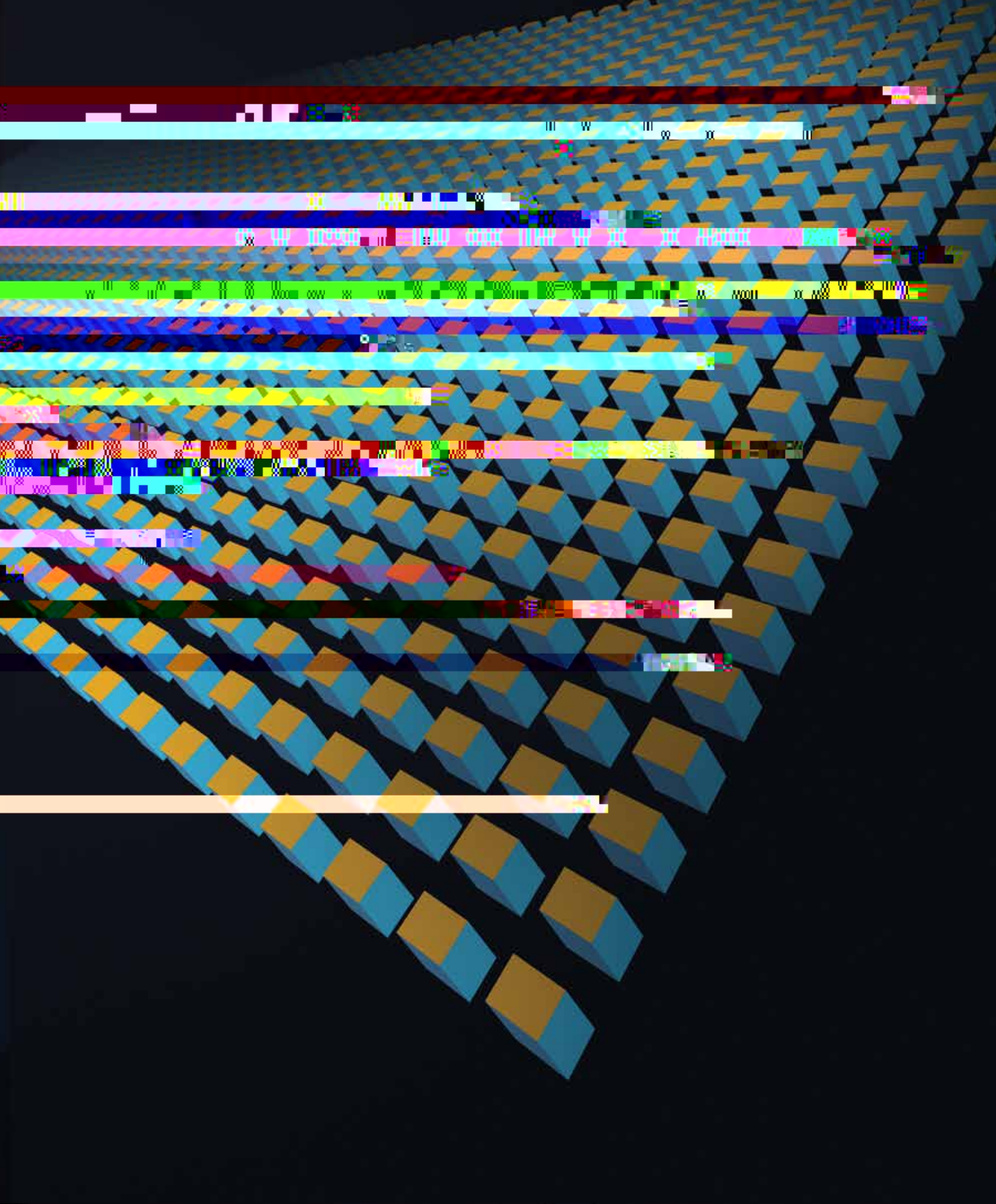
Inspired by her son, business professor Justine Haigh works to help those living with autism find their place

“shut-ins”; now they are part of a community.

After participants complete the training program, they have the opportunity to become nonPareil instructors and be paid for their work, and also may earn income from the software they create. “Rather than teaching [students] skills and then kicking them out, we say let’s stay together and build a software company,” says Selec. The program is booming in Texas, with almost 1,000 people who have applied for admission. Families have even moved to Plano to increase their chances of entrance into the program.

After reading about nonPareil, Haigh called across the hall to now-College of Business Dean Chris Meade, “It looks like I’m





















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