



*Integrating Christian Values into the Business Marketplace*

# Concordia University's 10th Annual Faith & Business Forum Luncheon

***“God is Alive and Well:  
The Future of Religion in America”***

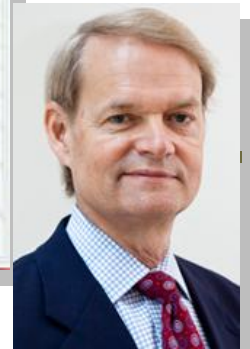
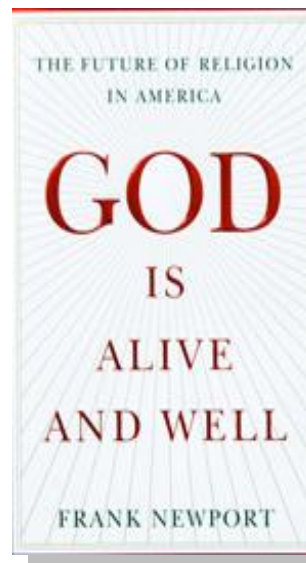
**Speaker & Author: Frank Newport,  
Ph.D.**

**Editor-in-Chief**  
**GALLUP®**

Thursday, March 14, 2013  
Luncheon: 11:30 a.m. – 1:30 p.m.  
Hyatt Regency Irvine

## **Sponsorship Opportunities**

Contact: Stephen Christensen at (949) 214-3198 or e-mail:  
stephen.christensen@cui.edu  
Website: [www.cui.edu/forum](http://www.cui.edu/forum)



**CONCORDIA**  
UNIVERSITY IRVINE



*Integrating Christian Values into the Business Marketplace*

## **10th Annual Faith & Business Forum Luncheon** **Thursday, March 14, 2013 – Hyatt Regency Irvine** **11:30 a.m. - 1:30 p.m.**

**Purpose:** Concordia University is honored to coordinate Southern California's Annual Faith & Business Forum. The Forum helps Christian business people learn and apply biblical principles to their work so that God will be glorified and His kingdom expanded. This high-profile annual event encourages a renewed emphasis on Christian values and ethics in the business community. Activities include presenting a distinguished business speaker each year who will address the significance of these values in the business marketplace, as well as presenting Concordia University's Faithfulness and Excellence Award.

**Overview:** Concordia University presents the Faith and Business Forum to commemorate America's national motto and guiding principle, "In God We Trust," and the biblical Christian principles that guide business leaders.

The Forum is designed to honor distinguished business leaders or entrepreneurs whose lives exemplify Christian values. These honorees are presented with Concordia's Faithfulness and Excellence Award. This award recognizes the recipient for his/her commitment to Christian principles and exemplary business success—a business career that illustrates an unwavering commitment to America's guiding principle. Award recipients are honored for their visionary leadership, steadfast Christian standards, faith and trust in God.

The Forum also highlights and celebrates a highly recognizable Christian business leader who will serve as the thought-provoking distinguished speaker for the Forum, articulating his/her commitment to America's guiding principle, the importance of his/her faith in God and the impact it has on business success.

### **Summary:**

The Forum focuses on:

- Eternal over temporal
- Spiritual over material
- Knowing and doing God's will at work

**Targeted Audiences:** Christians in Southern California—business professionals and executives, as well as church and community leaders. Annual attendance is between 500 and 750.

**Community Outreach:** The Faith & Business Forum is promoted through news articles, direct-mail to homes and businesses, e-mails, website, print/radio advertising in both secular and Christian media in Southern California. Churches in Southern California also help by providing "word of mouth" and inter-church promotion.

The Faith & Business Forum webpage ([www.cui.edu/forum](http://www.cui.edu/forum)) includes registration information, event background and purpose, and a list of event sponsors and partners.

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*Trust in the Lord with all your heart and lean not on your own understanding;  
in all your ways acknowledge Him and He will make your paths straight.*  
Proverbs 3: 5-6

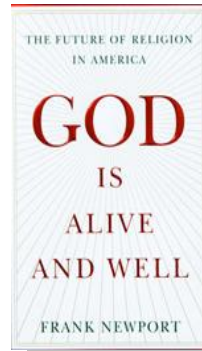
## Keynote Speaker 2013

**Frank Newport, Ph.D.**

Editor-in-Chief

**GALLUP**

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## Past Speakers



**2012 Speaker**

Bradley D. Kinster  
President and CEO  
See's Candies, Inc.

Topic: *“Quality Without Compromise!”*



**2011 Speaker**

Bonnie Wurzbacher  
Senior Vice President, The Coca-Cola Company  
Topic: *“Bringing Meaning to Your Work”*



**2010 Speaker**

Ken Costa  
Chairman, Lazard International, London  
Topic: *“God At Work”*



**2009 Speaker**

Steven Green  
President, Hobby Lobby  
Topic: *“In God We Trust”*



**2007 Speaker**

John Maxwell  
Entrepreneur, best-selling author and dynamic speaker  
Topic: *“The 21 Irrefutable Laws of Leadership”*



**2006 Speaker**

Dennis W. Bakke, co-founder, past president & CEO  
AES Corporation  
Topic: *“Joy At Work”*



**2005 Speaker**

Mr. Dave Ridley, Senior Vice President, People and  
Leadership Development,  
Southwest Airlines  
Topic: *“LUV is in the Air”*



**2004 Speaker**

Dr. Ken Blanchard, Chairman & Chief Spiritual Officer,  
The Ken Blanchard Companies  
Topic: *“Lead Like Jesus”*



**2003 Speaker**

Mr. Hugh Hewitt  
Author & Host, The Hugh Hewitt Show  
Topic: *“Integrating Christian Values  
in the Business Market Place”*

### Faithfulness and Excellence Award - Past Recipients

“Faithfulness and Excellence” are the university’s two core values—faithfulness to Jesus Christ and His Great Commission (Matthew 28:18) and the highest standards of academic excellence. The Faithfulness and Excellence Award recognizes business leaders whose lives exemplify these two core values. The award recipients are selected for their commitment to Christian principles, ethical standards and exemplary business success.

 <p><b>2012 Recipient</b> Ed Wedbush President &amp; Founder Wedbush Securities</p>	 <p><b>2011 Recipient</b> Bob Brumleu CEO Omni Duct Systems</p>
 <p><b>2010 Recipient</b> Mark Wetterau Chairman of the Board and CEO Golden State Foods</p>	 <p><b>2009 Recipient</b> Paul Schroeder Founder and CFO Schroeder Management Company</p>
 <p><b>2007 Recipient</b> Craig W. Olson President and Chief Executive Officer Fresh Start Bakeries, Inc.</p>	 <p><b>2007 Recipient</b> Lewis M. Webb Entrepreneur LewMar Enterprises</p>
 <p><b>2006 Recipient</b> Bill R. Dahlgren, President Airtech International</p>	 <p><b>2006 Recipient</b> Steeve Kay, Founder QTC Management</p>
 <p><b>2005 Recipient</b> David Holder, Managing General Partner H3D Ventures</p>	 <p><b>2005 Recipient</b> Earl Nellesen, Chairman &amp; Proprietor The Earl's Plumbing, Inc.</p>
 <p><b>2004 Recipient</b> Robert Bein, Founder &amp; CEO RBF Consulting</p>	 <p><b>2004 Recipient</b> John Crean, Founder &amp; Past Chairman Fleetwood Enterprises</p>
 <p><b>2003 Recipient</b> Ruth and the late Jim DeNault, President &amp; CEO DeNault's True Value Hardware</p>	 <p><b>2003 Recipient</b> Kenneth Walker, President Farmers &amp; Merchants Bank</p>

# Concordia University's 10th Annual Faith & Business Forum

Thursday, March 14, 2013

## Sponsorship Program

Sponsorship Benefits & Levels				
B E N E F I T S	L E V E L S			
	Title Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,500
• Two VIP tables of ten - front and center row - includes 20 copies of speaker's book.	X			
• One VIP table of ten - front row - includes 10 copies of speaker's book.		X		
• One VIP table of ten, priority one location - includes 10 copies of speaker's book.			X	
• One VIP table of ten, priority two seating - includes 10 copies of speaker's book.				X
• Private pre-event "Meet the Speaker"	X	X	X	X
• Name recognition and logo on all event promotions, advertising and publicity including website and hot link	X			
• Name recognition and logo on event website	X	X	X	X
• Table signage	X	X	X	X
• Literature display table at event	X	X	X	X
• Premium full page color advertisement in event program	X			
• Full page color advertisement in event program		X		
• Half page color advertisement in event program			X	
• Quarter page color advertisement in event program				X



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## Thursday, March 14, 2013 Distinguished Speaker: Frank Newport, Ph. D.

### Reservation Form

#### Advertising

- Please select:**
- Two page center spread, color .....\$1,500
  - Back cover, color .....\$1,300
  - Inside front cover, color.....\$1,200
  - Inside back cover, color.....\$1,000
  - Literature display table (non-profit \$500) .....\$1,000
  - Full page, color .....\$800
  - One-half page, color.....\$500
  - One-quarter page, color .....\$300
- All levels include minimum of one reserved seat.  
E-mail camera ready artwork to [simone@jackshouseofcreative.com](mailto:simone@jackshouseofcreative.com)  
**Deadline Thursday, February 28, 2013**

#### Underwriter

- Underwriter: four VIP reserved seats and program recognition .....\$500
- Contributor: two VIP reserved seats and program recognition .....\$300
- Sponsor a student .....\$55
- Cash donation: help underwrite event .....\$\_\_\_\_\_

#### Sponsorship Selection

- Please select participation:**
- Title Sponsor .....\$10,000
  - Gold Sponsor.....\$5,000
  - Silver Sponsor.....\$2,500
  - Bronze Sponsor .....\$1,500

#### Tickets

- \$55 per person.....# \_\_\_\_\_ \$ \_\_\_\_\_
  - \$70 per person – includes speaker's book # \_\_\_\_\_ \$ \_\_\_\_\_
- I/we are unable to be a sponsor, but wish to make a gift so that business students can attend the event at \$55 each.....\$ \_\_\_\_\_
- TOTAL COMMITMENT \$ \_\_\_\_\_

#### Contact Information

Please complete this page and mail to: Concordia University Foundation, 1530 Concordia West, Irvine, CA 92612-3203 by **Thursday, February 28, 2013 for sponsors** and **Tuesday, March 11, 2013** for tickets only.

Name \_\_\_\_\_

Title \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Check is enclosed made payable to:  
**Concordia University Foundation**  
**1530 Concordia West**  
**Irvine, CA 92612**

Charge to my    Visa    MasterCard    AmEx    Discover

Card # \_\_\_\_\_ CVV# \_\_\_\_\_

Expiration date \_\_\_\_\_

Authorized signature \_\_\_\_\_

Date \_\_\_\_\_

**You may register on-line at [www.cui.edu/forum](http://www.cui.edu/forum)**  
**Questions:** call Grace Saldaña, at (949) 214-3185  
Email: [grace.saldana@cui.edu](mailto:grace.saldana@cui.edu)





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# Program

## Display Advertising Instructions

**Production requirements**

Display ad specifications:

**Display Ad sizes:**

Full page - 7 1/2"w x 10"h

1/2 page - 7 1/2"w x 4 3/4"h (horizontal only)

1/4 page - 3 1/2"w x 4 3/4"h (vertical only)

**File Format and Specifications:**

Please submit AD (prepared to size) as hi-resolution (300 dpi) CMYK PDF, with fonts embedded.

**Submission Information:**

Send AD to [simone@jackshouseofcreative.com](mailto:simone@jackshouseofcreative.com)

**For production questions, contact:**

Simone Beaudoin

Jack's House of Creative

Ph: 714.841.5562

[simone@jackshouseofcreative.com](mailto:simone@jackshouseofcreative.com)

**Deadline for submissions:**

**Thursday, February 28, 2013**

