



World View

ENTREPRENEURIAL SPIRIT

GRACELAND UNIVERSITY SIFE 2007-2008



Andy Simpson

Director of the Sandage Center for the Study of Free Enterprise and Entrepreneurship

World View...Graceland SIFE students picked this theme for the Spirit because they see and feel the impact of the global community everyday, even here in Lamoní, Iowa. They sense the value in seeking a perspective that incorporates the scale and scope of the entire globe.

World View... I have traveled internationally with Graceland students eight times. Twice as a student and now six times as an employee. Many people think traveling with a group of university students would be stressful, challenging, busy and overwhelming. To me, it is those things, except that more importantly it is outstanding and I love it.

Can you imagine all of those firsts; the first time someone...flies on an airplane, goes through customs, touches an ocean, tries Irish boxty, Peruvian guinea pig, French baguette, Costa Rican mango or Brazilian beef, realizes they don't know how to ask for the restroom, gets really lost, mixes concrete from scratch, feels poverty, screams down a zip line, sleeps when it's so cold they can see their breath, stands in awe of a structure built hundreds of years ago, feels out of place, floats into a cave of Mayan artifacts, bends rebar, dances a traditional dance, experiences an open mind, drinks from a Belizean water vine, holds a tarantula, sleeps in the rain, goes snorkeling, overcomes fear, calculates an exchange rate, rides a subway, inspires a budding entrepreneur, experiences discrimination, waits for a broken down bus, pets an alpaca, feels torn between two realities, steps into a natural hot spring, calls home for \$5/minute, uses their hands to mix manure and hair into mortar, scales a mountain, looks down from the Eiffel Tower, rides a horse, watches lava flow, sleeps eight people in a four person room, experiences homesickness or senses the complexity of their place in the world?

These are so simple and yet so vastly different for every person. There is power in experiencing something new and unknown and adjusting the focus of your perceptions of the world. It's a unique type of learning and in many cases leaves a permanent mark in a person's memory. The emotional connection makes it worth it.

There is power in experiencing something new and unknown...

World View...How can this world not become a better place by having leaders, in academia, in business, in government, in non-profit and in religious life that have had these experiences? Reducing our ignorance to the world beyond whatever borders we use to define our home is positive. Experiencing new things in the context of international travel will enable these students to contribute and add value in a dynamic world. Their perspective is no longer based on what they read in a book, see on TV or search for on the internet. It's real, it's tangible...they now have a World View...do you?

The Spirit was created by two outstanding SIFE students. They have dedicated countless hours to bring this year's edition, World View, to you. Enjoy and awaken to these experiences. A special thanks also goes out to Andy Lavender and Greg Kelly for their online expertise and hard work. And of course, a huge thanks to all of our contributors. Graceland SIFE is consistently enriched by the experience it has with those we meet around the world.

Katie Say graduates May 2008 with a degree in Business Administration and Communications, emphases in Marketing and Entrepreneurship. Katie has been a part of Graceland Student Ambassadors and Paloma House. She has been in SIFE for 3 years on projects including Anti-Piracy, Market Surfer, Fall Burn and the Edison Project. She has traveled with SIFE to Belize, Peru, Costa Rica, and France.



Karin Blythe graduates May 2008 with a degree in Liberal Studies. She has been part of SIFE since Spring 2005 on various teams: Spirit, Edison, Peru Stoves, Small Business Consulting, Women Infants Children, and more! She aspires to work with Teach for America, Peace Corps and other programs like them. She will eventually become a UN Ambassador.





Sherri Kirkpatrick, Ph.D
Vice President Graceland University Independence Campus

It's evident that something's very wrong with our world. Injustice blatantly abounds.

Working abroad has changed the very core of my being. Growing up in the Midwest, I felt smug and secure in the 'knowledge' that success awaited those who worked hard; education was a given for those who planned ahead; food was readily available for anyone willing to plant a garden; and health care was as near as the closest hospital. How tragically naive. As unbelievable as even I find my earlier beliefs, similar perceptions still exist among many today. The reality is that according to World Bank statistics, 2.7 billion people live on less than \$2 a day. How can you possibly be in charge of your own destiny, success, health, and nutrition when every waking moment is focused on day-to-day survival?

Perhaps the biggest insight I've gained... their abiding hope for a better tomorrow.

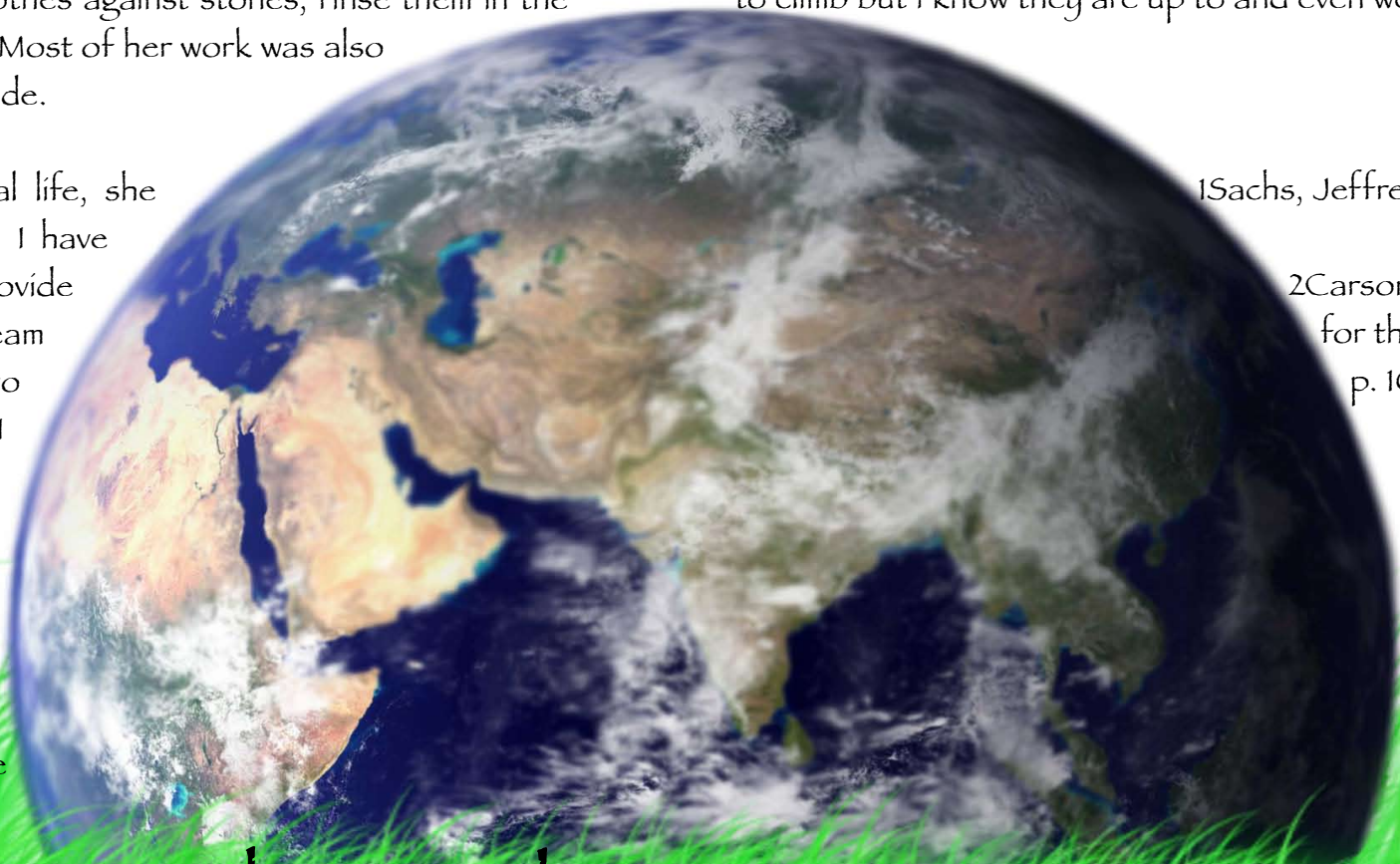
Perhaps the biggest insight I've gained from working abroad has been the incredible eagerness people have to learn and their abiding hope for a better tomorrow. In the early 90's I trained a group of village women in the Democratic Republic of Congo (then Zaire) to be health workers or

Wasaidizi as they called themselves. All lived hard lives in extreme poverty. The typical Wasaidizi got up around 4:30 in the morning to make the first of several trips to carry water for the day. She then began the task of pounding the corn or casava for the family's breakfast. After gathering wood, building a fire, boiling the water, cooking the food and feeding her family, she was ready to start her day. On most days she spent time in the shamba or garden and at least once a week she carried the family's laundry to the river to scrub the clothes against stones, rinse them in the muddy water, and lay them on the ground or bushes to dry. Most of her work was also accomplished with a baby on her back and a toddler at her side.

In spite of the daily challenges she faced in her personal life, she volunteered to become a Wasaidizi with no remuneration. I have made numerous trips into the Congo over the years to provide additional training and modest supplies. My original dream was to plant health projects that would be sustainable into the future. My dream has been realized but not in the way I envisioned. The realities of civil wars, interpersonal conflicts, etc. have resulted in the interruption or even demise of some of the programs. But in all cases, the original goal to make a lasting difference has prevailed. When you educate women, you educate the future as information is passed along to children. Even though not all of the formal programs have survived, the long-term health benefits are evident from the changes seen in the villages.

When I returned to the Congo in 2007 after an absence of several years, I found little gardens of groundnuts (peanuts) planted everywhere. This idea had been introduced years ago as a way to provide protein. They had passed the information from one to another and established a new healthy tradition. The Wasaidizi were also still faithfully providing health ministries throughout the region. One even delivered four babies the day I was there. When I met with them to discuss ways I might help with their most pressing needs, they became animated, jumped to their feet, and began talking all at once. I thought perhaps they were discussing ways to make things easier for themselves like a modern clinic or perhaps a jeep to transport seriously ill people to the hospital. When their requests were translated to me, however, it was none of these. Instead, they wanted more training to be sure they were doing things right so they could provide the best health care possible for others in their community. These are my heroes!

It's evident that something's very wrong with our world. Injustice blatantly abounds. I applaud the SIFE team for grappling with the inequities of our world, for tackling the really hard issues, and for working to make a difference. As Dr. Martin Luther King so eloquently said in his Nobel Peace Prize acceptance speech in 1964, "...I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture for their minds, and dignity, equality, and freedom for their spirits."² I have seen the Graceland SIFE team in action both in their collective efforts and in their personal lives. There's a steep hill to climb but I know they are up to and even welcome the challenge.



¹Sachs, Jeffrey D. (2005) *The End of Poverty*. Penguin Books, p. 20.

²Carson, Clayborne and Shepard, Kris. (2001). "Acceptance Address for the Nobel Peace Prize" in *A Call to Conscience*, Warner Books, p. 107.

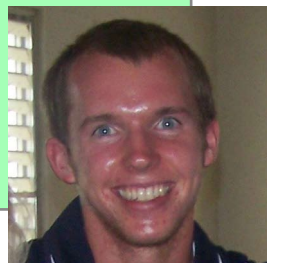
How has your life been changed?

When you educate women, you educate the future as information is passed along to children.

Sherri Kirkpatrick



Dave Heinze
Graceland Campus Minister



Abe Forth
Graceland SIFE student, Leadership Council

I had the pleasure of traveling to Belize with the SIFE team this year. I think what struck me most profoundly was the passion of the SIFE students to share their knowledge and skills in helping young people in Belize to learn basic business principles and create a business plan. Our Belizean hosts, ProBelize, were so impressed and surprised by the expertise and professional nature of SIFE's work there. They kept telling me that they had never had a group with the entrepreneurial proficiency, the people skills, and the desire to make a difference that our team has. It was incredible to see how far these participants came in four days and to watch the final presentation of their business plan. There is something life-changing about experiences like that- ones that take us outside our comfort zone and bring us face-to-face with different cultures and life situations.

What struck me most profoundly... the SIFE students' passion to share their knowledge

Every time I have traveled to the developing world, the local people have brought meaning and challenge to my heart in many ways. For one thing I am amazed at the joyfulness and hope resident in the lives of many I encounter- even in the face of poverty and oppressive governance. I am confronted by several burning questions. How can education accompany development in such a way that developing people recognize the qualities that they possess that might be compromised in becoming like us? How can the basic needs of life be met without introducing unhealthy ideals into a culture? How do we keep students free and open to learn their own lessons from interacting with poverty and culture? How do we offer ourselves in ways that say, "We're all in this together" and not need or seek any thanks? How can good environmental principles be an integral part of development? These and other questions might help us keep our efforts more sustainable when we give of ourselves in other contexts.

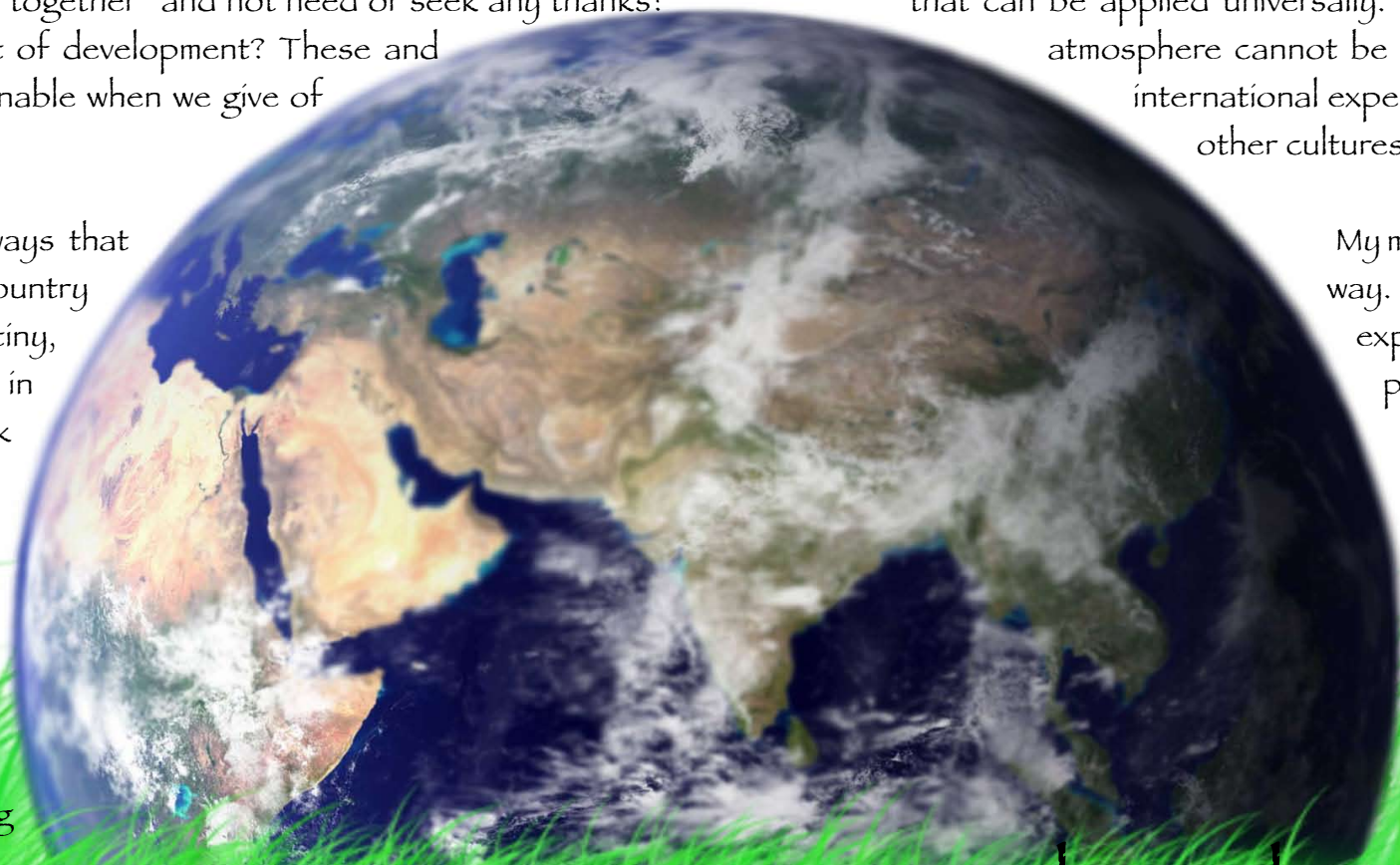
When it came time to play in Belize, this group did it in ways that formed close bonds as we experienced some of what the country has to offer. We supported each other through camping on a tiny, dog-infested island in the rain and held closely to the person in front of us walking through waist-deep water in pitch-black darkness in a Mayan ceremonial cave. I felt privileged to get to know these people better. And they even let an old guy like me play as much guitar as I wanted!

I hope that the SIFE students can continue to have these kinds of experiences and connect with organizations like ProWorld which compliment the goals of SIFE. I have truly come to appreciate SIFE in ways that go way beyond winning awards. These students who are changing the world.

There are life changing and defining experiences in everyones' lives. These events can produce sudden realizations during the experience and they can plant seeds that are cultivated well after the experience. In my case, the latter is a more accurate description. Before participating in SIFE, my international experience was nonexistent. My education and my business perspective was purely an American view. It was a safe and extremely nurtured view of the world and where I fit into the global market. This undisturbed and sheltered perspective was permanently turned upside down after my travels with SIFE. Over the past two years, I have had the privilege to accompany a group of my peers and instructors to numerous locations throughout the countries of Peru and Belize. Like many of my peers, I had no idea what to expect. A very real sense of anxiousness consumed my thoughts as these trips unfolded. Both trips were very different, but the chief objective was to promote economic development by educating and empowering small business owners and entrepreneurs to achieve success. The success was not limited to finances, more importantly, personal success and achievement was encouraged through business training.

I entered the countries with the mindset that we were going to impart upon the people invaluable business skills and knowledge. I was guilty of thinking that my education had somehow made me superior. This thought has never again entered into my mind. The individuals we worked with taught me more in two weeks than any class has in an entire semester. There is no specific standard, especially in business that can be applied universally. Each country has a unique business environment and this atmosphere cannot be changed because we see it as outdated or inefficient. My international experience has left me much more open-minded and respectful of other cultures.

My mind and heart have been impacted in a positive and irreversible way. In my opinion, people are the reason to have international experiences. Few people have the opportunity to interact with people outside of the United States. I have been humbled and enlightened by my travels and would encourage everyone to travel abroad to experience cultures that are different from their own. My life and perspective have benefited from my travels that have been enabled by the SIFE organization. I am looking forward to a career that provides international opportunities and interaction through business. My new-found global perspective is a result of my involvement in Graceland University SIFE.



Where has SIFE taken you?



Richard Webb

Founder and President of ProWorld

New environments give opportunities for individuals to test themselves ...

Nothing ventured, nothing gained

In this article I hope to prevail upon you the value of gaining international experience. I hope to do this by discussing the risks and rewards associated with travel while reminding you of the powerful historical precedents for such adventures.

It is often said that international experiences teach us as much about ourselves as they do the foreign culture in which we are immersed. The challenges we face while decoding, adapting to, and coping with a foreign culture are ones that stretch the mind and character in ways that have profound and permanent effects. Indeed, it is nearly impossible to travel as a student or young professional in a foreign culture and not be changed by the experience. So then, what about this change; what is its value? Is personal growth the only real benefit? What might you lose? And what are the risks to taking such a journey?

Competitive Advantage

Throughout the ages, people have ventured abroad and away from highly competitive and inhospitable environments in search of greater opportunity and bounty. Today, these journeys, while often less permanent, can offer their own bounties. This is certainly true for those interested in social enterprise and business and for whom awareness of the markets, cultures, resources and opportunities available in other countries is vital. Indeed, those who manage to accrue a certain amount of international experience in these areas have a competitive advantage in a world that is increasingly flat. Conversely, people without this experience have a limited perspective and an incomplete set of the tools potentially available to see/create value and new business opportunities.

Risk and Reward

As students of business, we know a bit about risk and reward, about uncertainty and the premium that is paid for tolerance of that uncertainty. With that in mind we must also recognize that the same financial principles of risk and reward also apply to personal risks and personal rewards associated with international experience. Such risks include: risk to your wellbeing; risk to your comfort level and happiness; perceived risk of the opportunity cost associated with not advancing a 'stable' career path in the US; and risk associated with the success of whatever entity or business you work with.

However, as any good 'investor', one must do their own research to determine how real these risks are and how large the downside vs. how large an upside there is to each specific risk identified. It is important to think in terms of upside risk as well; as uncertainty often entails equally large upside risks or 'good surprises' as well as the bad.

How many people do you know who would like to say they lived in some remote or exotic location at some time in their lives? The rewards or the value associated with such an experience don't come free. One has to earn that growth; one has to earn the learning that takes place through such an experience. These rewards come from having lived amid that uncertainty, and the tolerance of risks associated with that foreign experience.

Conclusion

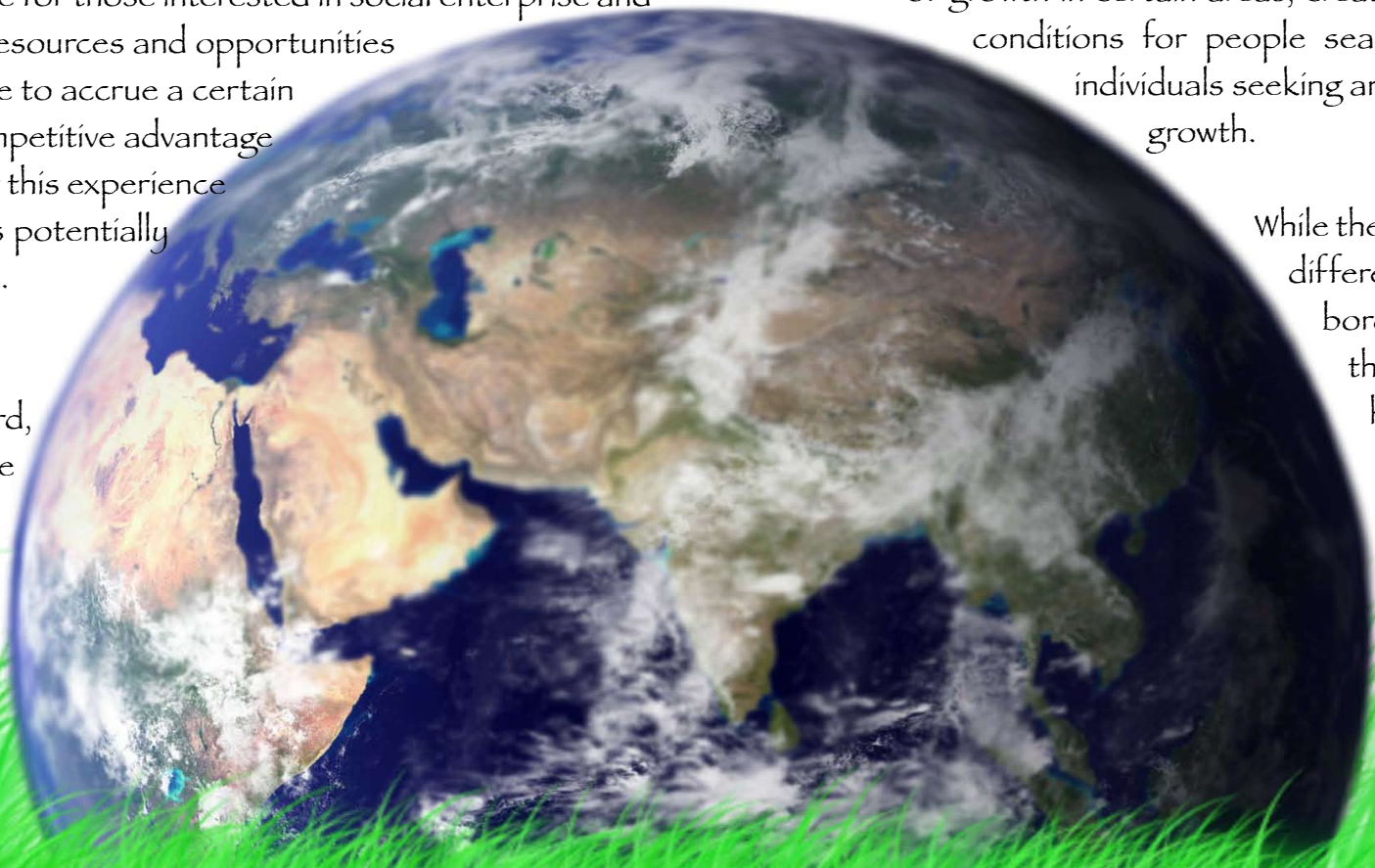
New environments give opportunities for individuals to test themselves in ways they have not been tested, and therefore grow in ways and directions they would not have or could not have otherwise. These opportunities are created because living conditions, salary levels, and professional risk levels in these environments are often unacceptable to your common rank and file executive. This, in addition to the rapidity of growth in certain areas, creates opportunities. These opportunities in turn present ideal conditions for people searching for new challenges and experience, especially for individuals seeking an aggressive investment schedule in their personal and career growth.

While the bounty is different and the pressures pushing migration also different, our times still offer enormous opportunities beyond our borders. So don't let the absence of such dramatic pressures, the comfort of your surrounds, nor even the simple fact that we have a choice, dampen the opportunity before you.

It is nearly impossible to travel as a student or young professional in a foreign culture and not be changed by the experience.

Richard Webb

What can businesses do?





Kirk Tabor

Graceland SIFE student, Project Manager

We are blessed with the organization... and desire to help those greatest in need

SIFE is creating life changing experiences for people all over the world. The boundaries are limitless with where SIFE can go. There are so many problems all over the world that SIFE members have the power to alleviate some suffering in the world through business. There are those who would say, "Why don't we keep our projects in the United States instead of going international?" The great news is that Graceland SIFE works both in the United States and abroad. We are blessed with the organization and personnel that have the tools, financial support, and desire to help those greatest in need, no matter their location.

To give you a better understanding of why I feel that it is imperative that SIFE works outside the USA, I would like to tell you the story of my experience with SIFE. I came to Graceland in the fall of 2007 with the desire to help others. I heard of how successful GU SIFE had been in the past and I wanted to get involved. I joined the Africa Collaboration Team (ACT) which was a new project. I wasn't completely sure what to expect. I was fortunate enough to be in great company. This team was motivated from day one. We knew there was a great need in Africa. The only problem was, where do we start?

An opportunity presented itself with an NPO called Community Support Group which is based in Nairobi, Kenya Africa. This was our start. After a conference call and countless emails we had decided that this was an ideal fit between GU SIFE and CSG.

The main challenge that faced CSG was the slum Kibera, located right outside Nairobi that is estimated at 1,000,000 people living in an area the size of New York City's Central Park. The need is astonishing. The living conditions in Kibera make it difficult to survive from day to day. People live in shacks (10ft x 10ft) consisting of cardboard, tin sheets, plastic and trash. The more we learned about Kibera the more we wanted to do something. Through conversation with CSG, we determined that there was work that we could do to help the people of Kibera. The first step was identifying what we could do to make an impact. We decided that we could make the biggest impact if we traveled to Kenya ourselves to gain first hand experience.

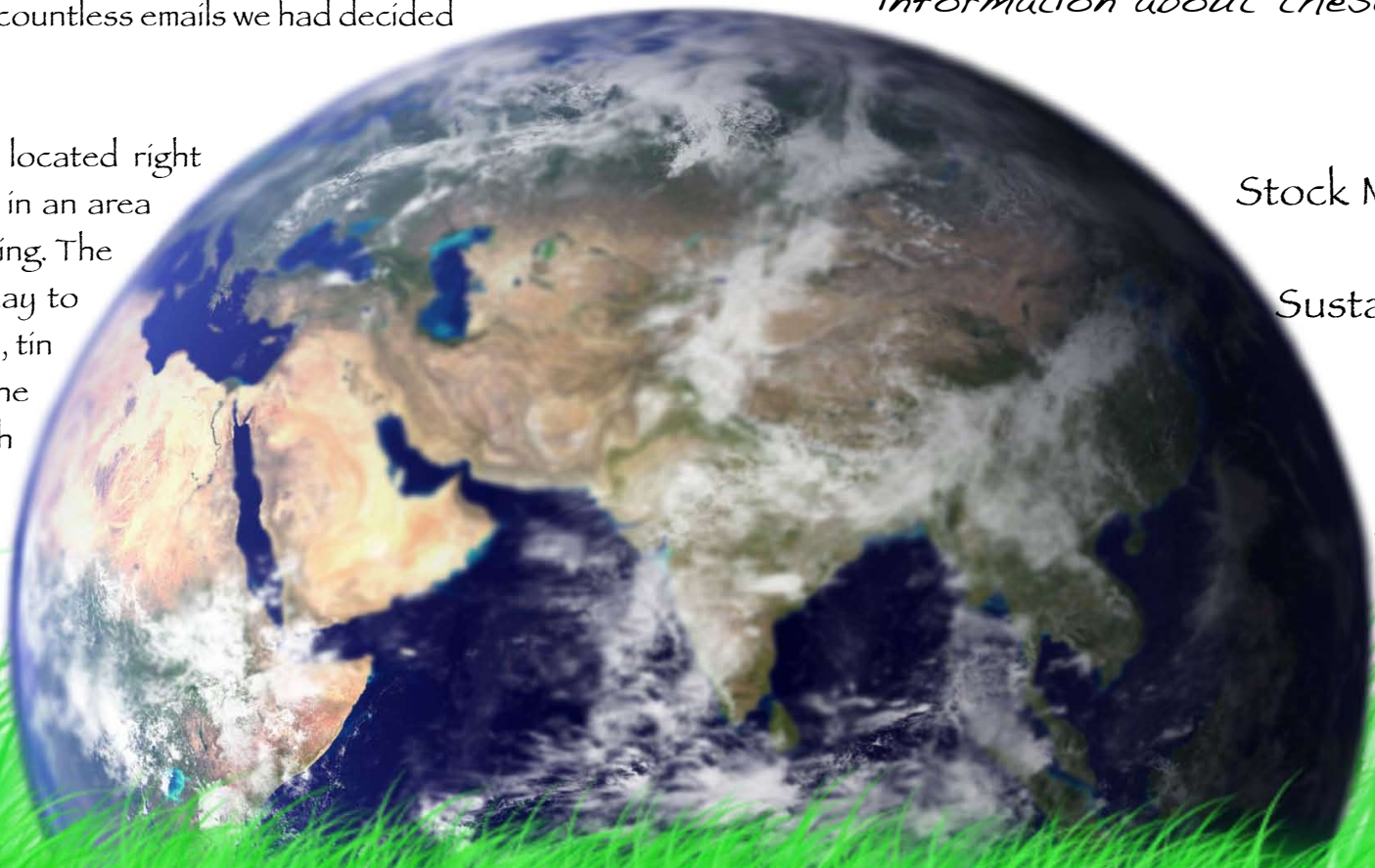
SIFE along with CSG is creating opportunities for people that would otherwise not be available.

Kirk Tabor

Our Africa Team will be traveling to Kenya in May. In preparation for the trip we have been doing a lot of research on topics varying from dairy farming to women's sanitary pads made out of Papyrus. Once we are on the ground in Africa we want to teach seminars on Participatory Human Development and Business Plan writing. We are also interested in looking at income generating projects. There are so many different possibilities of life changing opportunities that will blossom from the relationship between GU SIFE and Community Support Group (Kenya).

SIFE along with CSG is creating opportunities for people that would otherwise not be available. If we didn't attempt to help these people, who would? It is time to ACT now and make a difference in people's lives across the world!

Graceland SIFE has exciting things coming up. You can find out information about these projects and more at GUSife.org



Stock Market Challenge April 1 - 30, 2008

Sustainable Living Week April 21-25, 2008

GU SIFE Presentation & Reception May 2, 2008

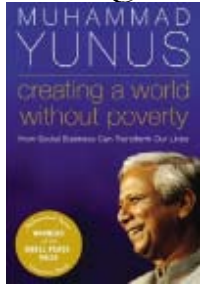
SIFE Nationals Chicago May 13-15, 2008

Where is SIFE going?

Read something inspiring

World View Bookshelf

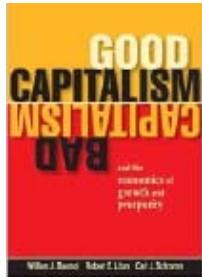
Creating a World Without Poverty: Social Business and the Future of Capitalism M. Yunus



The author has proven that capitalism, if it accepts a social conscience out of self-preservation, can eventually develop a world where poverty is on the decline. Yunus has been recognized by many as a financial reformer of very high order. He's a reasonable person who believes the responsibility of every individual is to leave the world a better place for those to whom we will leave it. Instead of depending entirely on charity to combat poverty and ease the suffering of those who don't have the material benefits needed for survival, they should be given an opportunity to make their own way in the community.

Good Capitalism Bad Capitalism

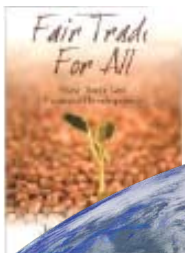
Baumol, Litan, Schramm



This begins like a standard economic lecture and the authors are clearly in the neoclassical camp. Rather, in the first several chapters, they discuss the importance of economic growth to the well being of people and the debate about the policy choices that drive economic growth. It includes a discussion of the now much-maligned "Washington consensus" on appropriate policies for developing countries. While they don't endorse the Washington Consensus in its totality they note that some of its critics are off base.

Fair Trade For All

J. Stiglitz and A. Charlton



The authors show that trade policies should be designed to raise living standards and to integrate developing countries into the world trading system. Global poverty (more than 2 billion people live on less than a dollar a day) is the world's most pressing problem. Right should persevere over might.



End of Poverty Jeffrey D. Sachs

Sachs's aim is nothing less than to deliver a big picture of how societies emerge from poverty. To do so he takes readers in his footsteps, while offering an integrated set of solutions for the interwoven economic, political, environmental, and social problems that challenge the poorest countries. This book is a truly indispensable work.

