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& TRAINING



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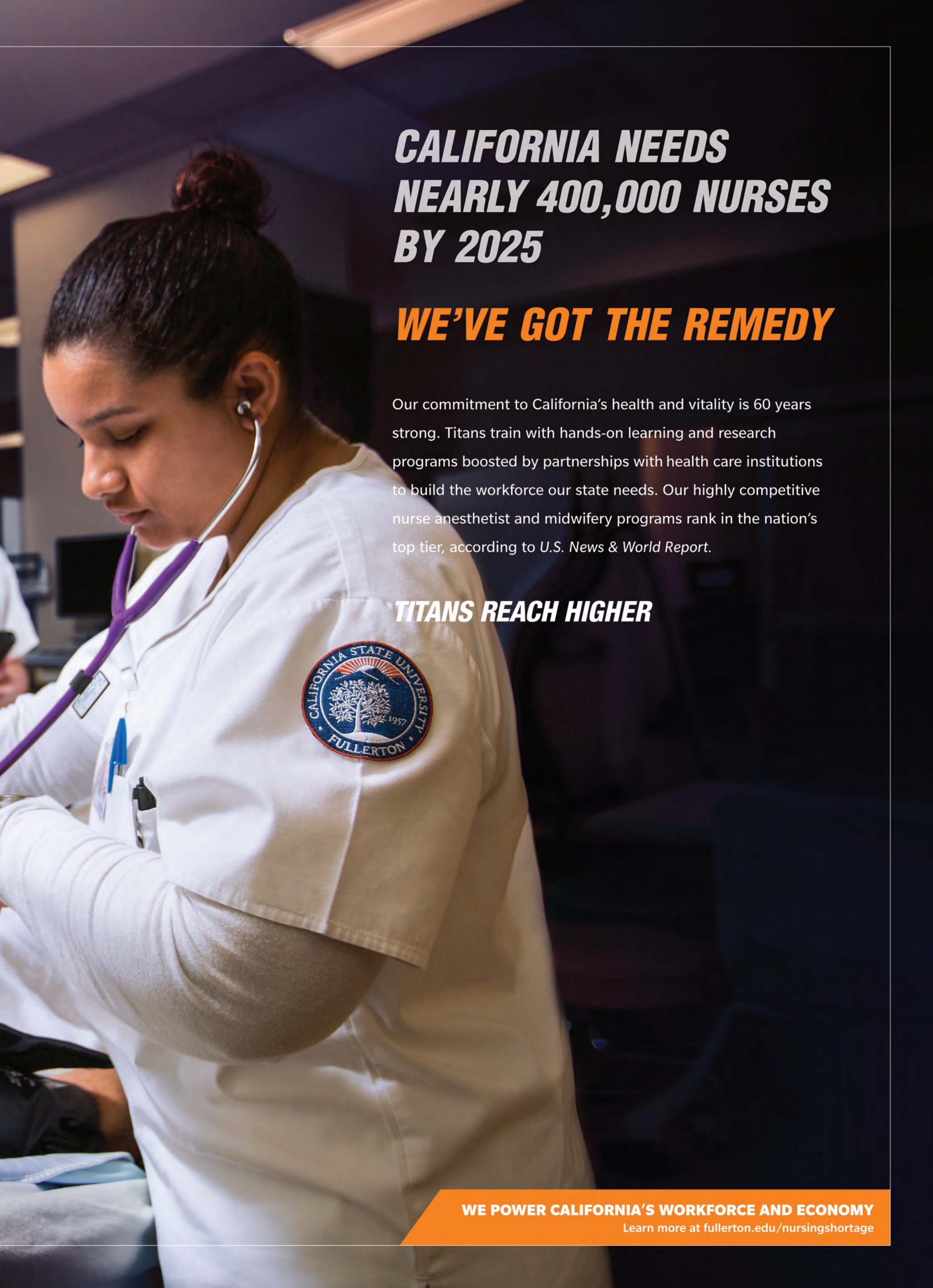




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Concordia University Irvine School of Business Alum Is Putting His Degree to Work Organically

Concordia University Irvine School of Business graduate Paul Greive '07 was working a desk job when he decided to make a change. Seeking a lifestyle with greater meaning and quality, he and his family began raising pasture-fed chickens for local consumption. In just four years, Greive's family farm, Primal Pastures, has ballooned to \$700,000 in annual sales.

Greive, who was a business major at Concordia University Irvine, as well as a gifted athlete, took full advantage of Concordia's liberal arts community and was "super involved on campus." "I loved the small classes, the small vibe," he says. "Compared to my friends at big public schools, I had ten times as many friends. I loved every minute of Concordia and thought it was the best place ever."

He came to play baseball, but burned out on the sport and was recruited instead to throw the javelin.

"Track was amazing because the team was super diverse," he says. "I had roommates from all over the world: Africa, Mexico, Asia. It was a really cool group of people. Coach Blutreich will forever be the ultimate mentor to a college kid. He shared his faith in a way that was so unique and compelling to a college athlete. He was a big part of my life in college. I still want to be like him."

And when a national race-walking coach visited campus and urged him to pursue the sport, he did just that. Five weeks later, Greive had qualified for nationals and earned sixth place at championships, making him an All-American race-walker and javelin hurler. Greive also helped found the Chinese language club and became a member of the handbell choir.

After graduation and a four-year career in the Marine Corps as an intelligence officer, Greive returned to civilian work, earned his CPA license, and landed a job with a good accounting firm. But "I wasn't passionate about what I was doing," he says. "I always knew I wanted to do entrepreneurship."

After raising a batch of 50 chickens and selling them on Facebook, Greive and his family members realized they had a viable business. Greive began plowing money into the operation before and after work. They soon won a \$15,000 entrepreneurial award from UCLA, which made it realistic to try farming full-time. "It's not all fun and games," Greive says, recalling how difficult it



was to leave a regular salary. A major boost came from a 2013 Kickstarter campaign that caught national attention and was featured on MSNBC, L.A. Weekly and AOL.com. Dubbed the "Let's build a farm together" campaign, it raised \$60,000.

And Primal Pastures was born. It sells pasture-raised chicken, lamb, pork, beef, turkey, eggs and raw honey directly to consumers. It is one of just a handful of farms in the area that raises animals for consumption in a rotational grazing method, allowing the animals to eat and live close to nature. Primal Pastures now has 5,000 customers and limits its market to California, Arizona and Nevada by design because they believe consumers should be able to see where their food is raised.

Greive, who earned his MBA at UCLA, has now expanded the rotational grazing ethic of Primal Pastures to a national scale. His idea, called Pasturebird, involves a proprietary technique to graze chickens in much greater numbers on grass, eating bugs and worms. Its mission is to provide wholesale pastured poultry to restaurants and grocery stores.

"If we want to change the world we need to bring prices down close to what they sell for in the store," he says. "Pasturebird scales the idea way up, producing pasture poultry close to a conventional price using methods that are healthy for the land, the animal and the consumer."

The Pasturebird idea won \$25,000 from the American Farm Bureau, and more than \$30,000 in a separate award. Pasturebird is now totally operational and is expected to become the largest pastured poultry operation in the country in 2017. Its client list includes the LA Lakers, LA Dodgers, celebrity chef Curtis Stone, and some of the best restaurants and butcher shops in Southern California.

Greive says he is grateful "to rely on my passion for what I do for a living. The ultimate blessing is waking up every morning knowing I'm making a difference and getting chicken out of the factory farms and outside into pasture. With this venture I feel like I'm having an impact on things that matter."

To read more about Paul Greive and the Concordia University Irvine School of Business, please visit www.cui.edu/business.



Paul Greive



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Irvine Valley College – Helping Businesses Maintain Their Competitive Edge

It is essential for today's business leaders to align their organizational strategies with a team of highly skilled employees and workers to sustain their competitive edge. Irvine Valley College's Economic and Workforce Development Department (IVC EWD) is partnering with our regional businesses to do just that. By providing high-quality employee skill development and training, IVC EWD is helping businesses maintain their competitive edge in today's evolving marketplace.



IVC EWD provides employees with essential workforce training and technical skills that allows businesses to significantly improve staff capabilities, thereby taking the company to the next level. Programs are offered in different learning modalities including online, on-site and hybrid/customized learning. Training topics include business, technical, applied skills, leadership, management, customer service, soft-skills and language for limited English-speaking employees.

IVC EWD's Business Consulting Services

IVC EWD also provides business consulting services, including organizational climate assessments, along with detailed strategies to assist your business in implementing transitions. Each business is unique with its own specific strengths, challenges, opportunities, threats and trends. However, the key to any company's success is the development of strategies to maximize its advantages, such as positive employee retention, performance and productivity. And, by avoiding common pitfalls such as excessive turnover, waste and inefficiency, your business can significantly increase your return on investment (ROI).

IVC EWD employee training programs are delivered by our experienced team of subject-matter experts. These experts conduct a needs analysis, program design, curriculum development, program implementation, and offer sustained performance consultation. IVC EWD collaborates with our business colleagues to design an effective organizational structure that will enable you to achieve your business objectives, including coaching for executives within your organization.

IVC EWD offers Process Improvement assessments which can be invaluable to

your company in improving communications, workflow, bottlenecks, customer service and satisfaction. We will review your current workflow processes, analyze your existing organizational structure, and provide your company with an organizational process improvement plan. IVC EWD can also conduct

thorough cultural assessments relating to employee morale, productivity, retention and workplace diversity.

IVC EWD helps business evolve by developing those essential skills needed for tomorrow – today!

California's Employment Training Panel Funding

IVC EWD will work with your company to apply for California's Employment Training Panel funding to offset some or all of your employee training costs, subject to certain conditions and funding availability.

For information, contact:

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Irvine Valley College
Advanced Technology and Education Park
15445 Landsdowne Road, Tustin, CA 92782
949.282.2718
wkerwin@ivc.edu
ivc.edu/ewd*



IVC EWD proudly supports the state of California's Doing What Matters workforce training initiative by focusing on priority and emerging sectors within Orange County, including advanced manufacturing, energy, and bio-technology.





Maintain your Company's Competitive Edge

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KEEP YOUR COMPANY COMPETITIVE BY CLOSING THE skills gap between your evolving business needs and your employees' current skill set. Irvine Valley College's (IVC) Economic and Workforce Development department (IVC EWD) provides consistent, high-quality custom corporate training solutions to meet your company's needs.

By partnering with IVC EWD, your employees will receive the critical training necessary to keep your business competitive. In a constantly changing marketplace, enhancing employees' skills is key to keeping businesses on the leading edge.



IRVINE VALLEY COLLEGE

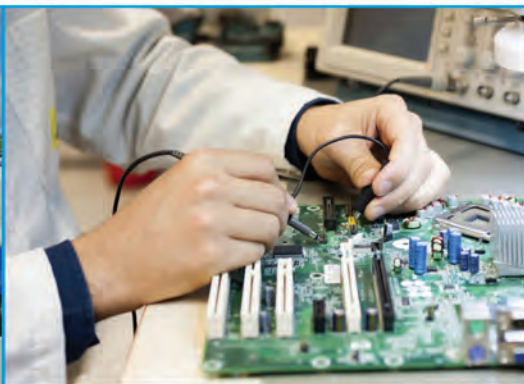
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FOR MORE INFORMATION:

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FOR JOBS AND THE ECONOMY



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UC Irvine's Paul Merage School of Business part-time and executive MBA programs offer a personalized education with a customized curriculum to give working students the tools and leadership skills necessary to become agile leaders in this changing digital world.

Master's students at UC Irvine's Merage School are thriving in the School's culture of excellence in business education, immense personal attention and team-based learning that together yield a high return on investment. It is in this environment that the Merage School is reframing its curriculum to give students a high-caliber, holistic preparation to be effective leaders in a world of disruptive technology.

Are You Ready to Take the Next Step?

The **Executive MBA** and **Health Care Executive MBA** programs are designed for mid to senior level professionals, executives and entrepreneurs pursuing an advanced career path who want to learn to anticipate challenges and strategic opportunities and lead business transformation. The programs are delivered in a modular weekend format that supplements in-class learning with state of the art online learning between weekend classes.



UCI Paul Merage School of Business

The **Fully Employed MBA** program is designed for early to mid-career working professionals and managers who need to continue their education while they keep working. It allows students the flexibility to customize the program around their career objectives and graduate in as few as 24 months. Students also get

international experiential learning opportunities and an executive leadership focused residential that make the Merage School program unique. Classes are offered on campus and in a new optional Hybrid format that combines the best in online learning with four on-campus experiences per quarter.

Dare to Define Your Future in the Heart of the Tech Coast

With its compelling new curriculum and centers for innovation, the Merage School is poised to play a unique leadership role in educating generations of digitally-aware leaders. In this age of disruptive technology, we all need to be looking at how we can not only keep up, but stay a step ahead. The Merage School – which combines the academic strengths and best traditions of the University of California with the cutting edge entrepreneurial spirit of Orange County – is the answer.

Immerse Yourself in the Emerging Ecosystem of Orange County's Tech Firms

The Merage School is surrounded by a network of cutting-edge businesses which include technology-driven firms like Amazon, Google, Western Digital, and innovative companies like Capital Group, Disney, Experian, Hyundai, Pacific Life and Taco Bell.

Students can also take advantage of UCI Applied Innovation, which brings campus-based inventions and entrepreneurship together with Orange County's vibrant business community to support job creation and economic growth.

UC Irvine Paul Merage School of Business MBA Programs by the Numbers

The Merage School is one of the top 30 business schools in the U.S. and in the top 50 worldwide, according to a 2017 Financial Times ranking that places the school among the top 5% of all programs accredited by the Association to Advance Collegiate Schools of Business in the U.S.

Top Rankings, ROI and Accolades You Can Rely on:

- ▶ No. 13 Full-Time MBA in the U.S. among public universities, No. 30 in the U.S. overall, and No. 1 globally for percentage of women faculty (Financial Times, 2017)
- ▶ No. 9 in the World for Career Service (Financial Times, 2017)
- ▶ No. 42 among Part-Time MBA programs in the U.S. (U.S. News & World Report, 2017)
- ▶ Top 30 among Executive MBA programs in the world (Ivy Exec 2015)

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Moving Your Career Forward

You've been thinking lately about how best to move your life and career forward.

But where should you start?

The rapidly changing Southern California economy has stimulated businesses, organizations and individuals to re-think their current position and future direction. There are many diverse educational options for today's working professional, particularly in Southern California with its abundance of community colleges, state universities and private institutions. The Internet has added yet another accessible dimension to education. Consequently, when considering continuing one's education, today's toughest choice is more likely to be "where and how" rather than "should I or shouldn't I."

The College of Continuing and Professional Education (CCPE) at California State University, Long Beach offers several routes to help you get to where you want to be:

Certificate Programs

Maybe you want a career change or to gain broader knowledge in your current

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field. If so, certificate programs provide an opportunity to meet peers, develop skills in a specific professional area, and show your competence to current or prospective employers. CCPE gives you options with more than 50 certificate programs and three professional designations to choose from, including programs in healthcare, computer technical skills, project management, global logistics and more.

University Credit Programs

You might have a desire to go back to school for a degree. CCPE offers both non-credit professional development education and university credit programs (accelerated MBA, Summer Sessions, Winter Session, Open University, degree completion, etc.).

CCPE's capabilities extend internationally, providing the global community with access to quality educational programs and services. Some programs can be offered at a company's work site. For more information about these educational opportunities go to www.ccpe.csulb.edu or contact CCPE's Student Services Center at 800.963.2250.

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Concordia business grads aren't afraid
to roll up their sleeves.

Paul Greive '07

Farming Entrepreneur: Co-Founder, Primal Pastures
U.S. Marine Corps: Intelligence Officer, Iraq Veteran
Concordia School of Business Graduate

Go to www.cui.edu/business to see Paul's story.

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University of
La Verne



University of La Verne Enactus Students Extend Helping Hand

Benjamin Alickovic's family came to the United States from Bosnia in 1996 when he was a year old, bringing little money with them. His father taught English to fellow Bosnians and his mother took care of their children. Despite having few resources, they scraped by and even found ways to help others.

That experience drove the University of La Verne alumnus when he and his classmates traveled across the U.S.-Mexico border this year to help a woman start a catering business so she could provide for her family. Alickovic, who received a bachelor's degree in business administration in May, was part of the university's Enactus program, an international nonprofit organization dedicated to inspiring students to change the world through entrepreneurial action.

**University of
La Verne**

"Many people see business as a very cutthroat corporate world, but I see it as the best chance to extend my helping hand," Alickovic said.

At University La Verne, students in both undergraduate and graduate programs are immersed in the fundamentals of business and entrepreneurship, but they also learn about the importance of giving back to community. Those lessons are introduced in the classroom and then brought to life through co-curricular programs such as the Enactus team. This past academic year, the university's 40 Enactus students – primarily business majors – tackled problems such as childhood obesity, unemployment and poverty.

Those efforts earned members of the University of La Verne's 2016-17 Enactus team their ninth consecutive win at the regional competition this spring and a second place finish within their league at the nationals in Missouri. The university was one of 96 colleges competing nationally.

"I'm very proud of them. They worked hard and we competed hard," said Dr. Issam Ghazzawi, professor of management and Enactus adviser. "I am very happy with the impact that we've created with our community."

Led by the Enactus team, university of La Verne students donated clothing to help college graduates in the Philippines get jobs. Students planted vegetables at an elementary school and taught nearly 600 children there how to make healthier eating choices. And the team's work yielded a cleaner Orange County coastline, with students collecting used fishing line and converting it into nets for fishermen in the Philippines.

Jessica Faber, a senior business administration major, applied her classroom knowledge of management, leadership and teamwork to the Clothing for Dignity and Success project, which generated 9,000 pieces of clothing, 700 books and 300 success skills manuals for Filipino college graduates. She led a team of about 15 students, placing collection bins around the city and campus, gathering the clothing once the drive was complete, and then sorting the clothing for shipping.

Faber said the project's community engagement component – working with partners such as the Rotary Club, Hillcrest Homes and La Verne Waste Management – was one of the most rewarding aspects of Enactus.

"It was amazing to see the La Verne community come together for this and it feels great that I really helped out," Faber said.

Alickovic and Faber are among the eight students who received job and internship offers at the Enactus national championships. Alickovic accepted a job in client services for the human resources software company, ADP, and Faber worked a 10-week paid summer internship at Orchard Supply Hardware. Students also received offers for management, business development and sales positions at Sam's Club, PepsiCo and Walmart.

University of La Verne's Irvine Campus is located at 2855 Michelle Drive, Suite 250. To request information or RSVP for the next information session, call 714.505.6936.