

## Moody Publishers' New Undergraduate Class

*Publishing Class Equips Students to Spread the Gospel Internationally*



Paul Santhouse and students

"When Dr. Paul Nyquist launched Moody Bible Institute's strategic planning process last year, he challenged each ministry to be agile, think globally and reach beyond the way things normally work," wrote Paul Santhouse, director of acquisitions at Moody Publishers, in a recent blog post. "And, if there's any industry that does things consistently the normal way, it is book publishing."

However, as the Moody Publishers Strategic Planning Team began to assess the state of its industry, there were many changing trends they could not ignore. Traditional book publishing can take more than one year to release a new title, with publishing houses making only 22 cents on every \$15 book sold. Conversely, in the current digital age, this once bulky and costly process is evolving into a technologically agile, cost-effective and efficient process that allows self-publishers to easily produce books about the Good News anywhere in the world.

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## New VP of Corporate Communications Seeks to Strategically Grow Brand Awareness



Christine Gorz, the new vice president of corporate communications, has worn a number of "hats" at Moody Bible Institute and has a deep understanding of its history, culture and mission. She first landed at Moody in 1989 as a

seminary student and worked as a part-time receptionist in the evening school. She was the catering and special events coordinator in Food Service from 1992-1994, and then, spent three years as the marketing manager for Moody Bookstores.

In 2005, after eight years of marketing work in the Christian music industry, Gorz returned to Moody as the director of marketing and communications. "I love Moody's mission and I love how dedicated my colleagues are to this mission," said Gorz, who holds degrees from Missouri State University and Moody Theological Seminary. "I also love being able to use my education, gifts and experience to market an organization that has significant impact for the Kingdom."

In her new role, Gorz hopes to reevaluate the Moody brand and work with the five departments in Corporate Communications—Marketing and Communications, Web Communications, Event and Guest Services, Public Relations and Customer Service Center—to reposition the organization, as needed, for its various audiences.

"Our vision is for Moody to be recognized as the leader it is in Christian higher education, publishing and radio through all available media channels," she said. "We will be using new strategies for getting the word out to more people in more places."

As Gorz begins to evaluate Moody's branding and other communications initiatives, she asks that employees pray for innovation and wisdom for the teams as they begin to strategize.

Understanding this shift and recognizing the opportunities it provides Moody Publishers to have an even greater global impact, the team began to plot out the thirty largest cities in the world on a map. They thought, "How better to serve our global customers than by publishing where those customers live?" and began to brainstorm ideas for recruiting 5-7 people in each city for publishing work.

That idea quickly became too complex, and during a meeting, one team member suddenly pointed toward Moody's Chicago campus where students were walking to class. "Don't we have students from all over the world here? Why don't we train them to do publishing?"

Thus, through the hard work of the Strategic Planning Team and faculty in the Communications department, Moody Publishers now sponsors a Moody undergraduate class in book publishing. The inaugural class of nine students, led by Santhouse, is not only learning the disciplines of publishing from veteran staff members, but it is also gaining experience by publishing original books during the semester.

Most of the students are senior print media majors, but in future semesters, Santhouse hopes more international ministry and missions majors will see the opportunities they have in book publishing to access unreachable areas and extend important ministries.

"With today's technology, any ministry organization can self-publish books and materials," said Santhouse. "It is our hope that Moody students will be able to come alongside these ministry organizations and advance their work through publishing, and ultimately, help get the gospel message to the ends of the earth."

Each week, a representative from Moody Publishers speaks to the students about his or her area of expertise in the field. The students are learning about acquisitions, marketing, finance, management, editing, operations, production, customer service, sales and digital/self-publishing. They are required to write essays after every presentation to display their understanding of the topics.

Additionally, the students have been divided into two groups that will brainstorm and develop book proposals for presentation to either Moody Publishers or a self-publishing house. If their pitches are successful, the students will share in the financial reward of their endeavors.

"These students are incredibly bright," said Santhouse. "Their ideas are viable and insightful. And, we are encouraged to witness how successfully Moody's ministries can work together in advancing the cause of Christ."

## D. L. Moody's Great-Grandson Visits Chicago Campus

To help celebrate Moody Bible Institute's 125th anniversary, D. L. Moody's great-grandson, David Powell, and his wife, Lucia, visited the Chicago campus during Founder's Week 2011. This was the second visit to the Chicago campus for Mr. Powell, the grandson of Mr. Moody's only daughter, Emma Moody Fitt. During their visit, the Powells met with executive leadership, toured the campus, visited classes and attended Founder's Week sessions.

"Mr. Moody's message is still very much alive today, and this visit has given us a new appreciation for the magnitude of his impact on the Christian world," said Mr. Powell. "I always respected his thirst for knowledge and his interest in the education of the less fortunate. My great-grandfather's legacy of education continues on with Moody Bible Institute."

Raised in Northfield, Mass. with his two brothers and sister, Mr. Powell attended Mount Hermon School for Boys and graduated from Yale University. He served in the Air Force during the Korean War and enjoyed a long career with Bell Systems. The Powells have been married for 56 years and have two sons.



*David and Lucia Powell*

With their sons, the Powells are currently working to develop an online database of all of Mr. Moody's artifacts. They have traveled to England, Scotland and across the United States to create the archive. Many of Mr. Moody's sermon notes, letters and photographs are in Northfield, the Yale Divinity School and National Library of Congress. The Powells' goal is to create an online archive to preserve Mr. Moody's legacy.

"The greatest legacy anyone can have is their children," said Mrs. Powell. "Every person who has ever attended Moody Bible Institute is a child of Mr. Moody and is his greatest legacy."

# Stories

Accounts of God at work through Moody

## Basketball Prison Ministry

### *Men's Basketball Team Connects to Prisoners*

Twice a year since the early 1990s, Moody Bible Institute's Men's Basketball Team has played exhibition games with teams from Indiana state prisons at Michigan City and Westville. Every year, the men travel to the prisons in October and January to minister to the spiritual needs of the prisoners through their sport.

"There is great openness to the gospel, and it has been an incredible privilege for our teams to share with those inmates who are in need of personal relationships with Jesus Christ," said Dan Dunn, head coach, who founded the ministry. "Over the last

several seasons, we have cultivated meaningful relationships with the inmates and prison staff."

The prison guards have allowed the men to witness freely to the inmates and encourage those who are believers. They are often able to take gospel tracts and copies of the New Testament into the prisons for distribution to interested inmates and staff.

"The prison staff and the inmates are both very thankful that we take time to play with them each year, and when the game is being played we can talk with the other inmates that come to watch," said James Bolin, a senior sports ministry major and member of the team. "As a student athlete, this type of ministry is very important and encouraging to me. It is a blessing to do ministry with this group of guys."

## Benefits

Human Resources Connection

### 2010 Payflex Reimbursement

- Tuesday, Mar. 15, is the deadline for using 2010 funds (visit doctors, buy prescription drugs, purchase glasses or contact lenses).
- Thursday, Mar. 31, is the deadline for submitting claims for 2010 funds.
- Submit claims by mail or at [www.HealthHub.com](http://www.HealthHub.com).

#### On the HealthHub website, you can:

- Print claim forms;
- Submit claims online and attach supporting documents;
- Print or complete other forms related to your account;
- View a list of payments you have received this year, and more.

#### If you do not have access to the Internet, you can:

- Call PayFlex at 800-284-4885 with questions;
- Visit the Human Resources reception room to pick-up claim forms, or
- Print forms from an office computer by going to [my.moody.edu](http://my.moody.edu)>Human Resources Benefits>HC Spending Account.

Please note the following:

- If you did not register for automatic reimbursement for Blue Cross Blue Shield claims during Open Enrollment, please call PayFlex to request it. You cannot have automatic reimbursement for CIGNA claims and other miscellaneous claims—you must submit a paper claim form or go to the HealthHub website to submit it electronically.
- If you want to enroll in direct deposit for your reimbursement payments, paperwork is available at the HealthHub website.

- If you are buying two prescriptions on the same day that cost the same amount, the PayFlex computer may assume one is a duplicate of the other. To avoid this situation and be sure you are reimbursed, you may need to resubmit the claim and write "not a duplicate" on one. Contact PayFlex at 402-345-0666 with questions.

### Vacation Insurance Coverage

#### MBI PPO (administered by BCBSIL):

- Log into [www.bcbsil.com](http://www.bcbsil.com) as a member and click on "My Coverage" to see what advice is given about medical attention away from home.
- Call the customer service number on your BCBS ID card (888-979-4516) to report that you will be away from home and ask for instructions in the event of illness or accident.
- Print a claim form to take on vacation. Use the international claim form for international travel. For domestic travel, use the PPO claim form. Both are available at [my.moody.edu](http://my.moody.edu)>Human Resources>Benefits>Forms.
- Pick-up a BlueCard Worldwide brochure in Human Resources (off-campus employees should contact [luci.harris@moody.edu](mailto:luci.harris@moody.edu)), which provides overseas procedures and contact numbers.

#### HMO Illinois and the Blue Advantage Plan:

- Please follow the same procedure listed in the first step of the procedure above.
- Call the customer service number on your HMO ID card (800-892-2803) to report that you will be away from home, and ask for instructions in the event of illness or accident.



## Public Safety

Chicago, Ill.

The numbers alone show that Moody Bible Institute's Public Safety team is incredibly vigilant. For example, in 2010, officers responded to 1,504 total incidents. Additionally, the officers drove through campus parking lots 5,362 times and walked through campus buildings 34,133 times on their patrols. However, beyond the numbers is an even more impressive story of dedication and devotion by this team of nine full-time employees.

The Public Safety team's role is to provide a safe and secure environment for Moody's students, staff and visitors to learn, grow and conduct Institute business. As such, there is a full-time officer on duty at all times, including overnight, Sundays and all holidays (even Christmas).

"We pride ourselves in the safety of our campus. We see God's protection over our campus and that encourages us to be diligent in preventing crime," said Jerry Zeldenrust, chief of public safety. "Much effort is made to make sure we approach every situation with a service

mentality and a helpful attitude. We hold ourselves to a high standard, even when off duty."

Given the broad responsibilities of this team, its members do not often work together. But, through weekly meetings, regular training, daily duties and incident response, a tight-knit team has developed among the chief, deputy chief (Brian Stoffer), patrol supervisors (George Brown, Thomas Jackson and Tim Kirkpatrick) and patrol officers (David Bloch, Steve Cascio, George Birkenstock and Ryan Croniser). "Our team has created a strong bond of trust in working together, especially in high-tension situations," said Zeldenrust.



From left to right: Jerry Zeldenrust, Brian Stoffer, George Brown and David Bloch. Not pictured: Thomas Jackson, Tim Kirkpatrick, Steve Cascio, George Birkenstock and Ryan Croniser.



### employeeSpotlight

#### Dr. Bob MacRae

Professor, Youth Ministry and Marriage and Family

Dr. Bob MacRae, professor of youth ministry and marriage and family, has experienced Moody Bible Institute from a number of perspectives. He received his diploma and bachelor's degree from Moody in 1975 and 1977, respectively. After college, he worked in student recruitment and, as a youth pastor, attended Pastors' Conference. It was at a Pastors' Conference in the early 1990s that Dr. MacRae was asked to teach a youth ministry course.

In 1995, he joined Moody as a full-time member of the faculty and has not looked back. "Moody is such a special place to work because there are so many people dedicated to the purpose of serving God and training the next generation of leaders," said Dr. MacRae, the 2011 Faculty Citation Award recipient and parent to two Moody graduates. "And, I love interacting with our students."

Dr. MacRae is most proud of how the Lord has allowed Moody to build a solid relationship with Josiah Venture, a missions organization reaching youth in Eastern Europe. Since 2003, he

has led spring break trips to the Czech Republic and has seen many Moody students serve full-time with the organization upon graduation.

A mentor to youth pastors and a speaker at junior and senior high camps and retreats at First Evangelical Free Church in Rockford, Ill., Dr. MacRae and his wife, Pam, who also teaches at Moody, enjoy serving together at marriage conferences and exploring Chicago's lakefront in the summer.

## New Employees



#### Karen Ulrich

**Executive Assistant to the Vice President of Stewardship, Stewardship**

Previously served as the administrative assistant to member care at TEAM in Carol Stream, Ill.



#### Christian Martinsen

**Independent Studies Inventory Coordinator, Distance Learning**

Previously served as an agent at RCH Realty in Chicago, Ill.