

BAKER SCHOLAR CONNECTIONS



FALL SEMESTER EVENTS & HIGHLIGHTS FROM ANNUAL CHICAGO VISIT

2016

A LETTER FROM OUR PRESIDENT

Dear Baker Scholars Alumni, Family, and Friends,

For those of you I have not met, my name is Paul Nelson and I have the honor of being President of the George F. Baker Scholars this year. It has been an amazing experience to work with an ambitious group of students with a wide array of career goals. The Baker Scholars Program has provided all of us with invaluable experiences unique to the program. This year's Connections will highlight the events we have participated in this semester.

We began our year with a weekend enjoying some of the breathtaking sights western Michigan has to offer. In recent years the program has focused on bringing the group together early in the year and creating the Baker family and community needed to make the year as successful as previous ones. Enjoying downtown Grand Haven, experiencing the hike and view of Rosy Mound, and appreciating the sunset at Holland State Park allowed the group time to get to know each other.

The first major trip of the year was our annual trip to Chicago. We visited with R/GA, the Federal Reserve Bank of Chicago, Bain & Company, and BBG. The current group of Baker Scholar program has diverse interests and we have encouraged that through visits to impressive companies across several industries. Each one of the meetings offered different insights, described further in this edition. We also continued our tradition of meeting with Baker alumni working in the city. We enjoyed a family-style meal at Wildfire Steakhouse along with great conversations with the alumni.

On campus, we have connected with local businesses to further learn about multiple industries. We were able to visit with Start Garden and ArtPrize, two innovative firms that invest heavily in Grand Rapids and western Michigan. The group continued the tradition of visiting Mr. Dave Armstrong's house, viewing his astounding art collection. Mr. Armstrong's explanation of his career experiences showed how important it is to continuously look for amazing opportunities. We also had the opportunity to again hold the Annual Baker Homecoming Event, hosting several Baker alumni. We were able to discuss how the Baker Scholar program has affected members throughout the years. A group of alumni also shared history about the creation of the Baker Scholars at Hope College, showing how special the program is.

On behalf of the current Bakers, thank you for the support you provide the program. The Baker Scholar program has been a highlight of each of our college experiences, and your generosity through giving back to the program is the reason why our program continues to thrive. If you are ever interested in connecting with the Bakers, please do not hesitate to contact Vicki TenHaken (tenhaken@hope.edu) or myself (paul.nelson@hope.edu) to set up a visit.

Happy New Year,
Paul Nelson

CONNECTING



LAKESIDE BONDING

The Bakers have taken on a new tradition, and hold a short retreat the first week of school to get to know one another, share a meal, and enjoy the last bits of summer together! This year, the group traveled up to Grand Haven for lunch and a walk on the pier. The Rosy Mound hiking trail was a

perfect spot for conversation and a great view, too!

After hiking, walking around town, and stopping at new local coffee shops, the Bakers made their way to one of the member's home on the north side of Holland. There, puppies were cuddled and dinner

was prepared, and the group welcomed the opportunity to debrief about their summers, fall plans, and excitements for the semester!

A stunning sunset accompanied by crashing waves ended the evening, and several adventurous members jumped in the (somehow still warm!) water. It was a wonderful way to begin the year!



"BAKER FAMILY" LIVING UP TO ITS NAME

The phrase "once a Baker, always a Baker" is often brought up in conversation with alumni. It seems to be quite unique that members of such a diverse, yet likedminded and driven group, can maintain such loyalty years after direct involvement. The past few years, Presidents of the program have been proactive in encouraging an environment conducive for creating a "Baker Family". As testimonials at the

Homecoming event could attest, the love, intentionality, and genuine friendships that have come from involvement in the Baker Scholars program are quite unique. We believe that taking interest in each member, sharing meals, traveling together, and growing together is essential in creating such an inclusive and tight-knit group, or "family", as it has become.



The Bakers prepared a taco meal at senior Laurel Hall's home.



Senior Bill Harrison enjoys the stunning sunset at the beach.



Grand Haven beach brought waves and good conversation.

LENDING A HAND

An important component of the Baker Scholars group is to become involved with the community, both at Hope College and beyond. This fall, the Bakers were able to assist an elderly handicapped man with yardwork. Raking leaves, uprooting vines, and cutting branches was quickly accomplished with eleven sets of hands, and was rewarding for both parties involved.



Juniors Julia Toren, Megan Sterba, and Gwyn Wortz take on raking during the work project in the fall.



Bill also joins in to rake, yank vines, and clear trees.

OPERATION CHRISTMAS CHILD

Another project the Bakers were able to participate in this semester was Operation Christmas Child. This program uses gift-filled shoeboxes to “demonstrate God’s love in a tangible way to children in need around the world”, as Samaritan’s Purse (the program’s host organization) describes.

“Since 1993, the Samaritan’s Purse project, Operation Christmas Child, has collected and delivered more than 135 million gift-filled shoeboxes to children in more than 150 countries and territories.

In 2016, Operation Christmas Child hopes to collect enough shoebox gifts to reach another 12 million children.”

Although the Bakers simply grocery shopped and packed boxes for the children receiving them, they are thankful to partner with an organization that is passionate about children, giving, and spreading joy! Christmas is a holiday we often take for granted, and it was a good practice to shift our perspective and consider providing for others during this season.



STUDYING CURRENT EVENTS

During weekly meetings, the Bakers have continued to have professor Doug Iverson discuss a current event article with the group. Professor Iverson’s enthusiasm and his industry (and life!) knowledge is exciting and informative, and it is essential for the Bakers to understand how the lessons taught in the classroom are applicable in everyday life. The Bakers have continued to expand their perspectives, knowledge, and worldviews through experiences in different cities, countries, companies, and even through conversations such as these right on campus in Holland.

REMEMBERING



MEETING AGAIN

This fall the Bakers were able to reconnect with past members of the program, and they all enjoyed a lunch at Butch's Drydock downtown together. Fond memories were recalled, the impact of the Baker program on the work and lives of the alumni was evident, and it was a great time to keep updated on the goings-on of current and past Bakers. There were reflections about travel, professional development, and unique friendships found through the program. It was wonderful to meet with members from the 80's, 90's, or even just one or two years past and still be able to share a common interest and

lasting connection because of the Baker program.

Alumni from graduating classes over a decade back were impressed by the new programming and opportunities available by the program, and the group found it mutually beneficial to engage in conversation about how to continue to make the Baker Scholars better year to year.

We hope to continue to grow and learn from the Homecoming event, and anticipate a more developed and involved event in the coming years. Learning from the entire

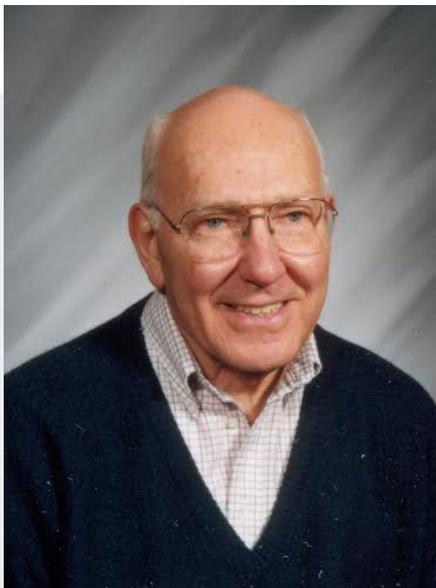


Homecoming was held in the Armstrong Gallery at Butch's.

"Baker Family" is incredibly valuable, and current Bakers desire to learn from leaders of the past. It's a unique and incredibly valuable program, so the Bakers want to be sure to harness the resources and wisdom from classes past in order to continue to grow and improve, expanding the name of the Bakers in the professional world!

We hope to see you at this event next year!

MUIDERMAN LASAGNA & OTHER TRADITIONS



A lot of conversation during the Homecoming meal made its way back towards discussing the impact, hospitality, and legacy that the Muiderman family left for the Baker program. Memories recalling lasagna dinners, drinking tea, and sharing good conversation were lovingly remembered.

On the following page, there is a copy of the "famous" lasagna recipe, so you can recreate the delicious meal and remember the growth and friendship that was fostered while sharing dinner in the past.

This year we also celebrate Tony Muiderman's 90th birthday! He has requested that if you are willing and able, to communicate and provide personal and professional life updates. It would be a joy for him to hear from past Bakers and see where they are now!

Feel free to send a birthday/life update letter to Tony and Elly at these addresses. It will surely be appreciated!

Tony and Elly Muiderman
3736 N. Clarey St.
Eugene, OR 97402

541-654-0122
muiderman@hope.edu

Tony Muiderman, a joy and an impact to many.

“BAKER FAMOUS” LASAGNA RECIPE

Tony Muiderman’s Baker Lasagna

6 Lasagna Noodles, Cooked in boiling salted water until soft, drain and pat dry

MEAT FILLING:

Brown beef, drain, add remaining ingredients and cook uncovered for 1 hour, stirring occasionally.

1# Ground Beef
28oz. Tomatoes, drained
12 oz. Tomato Paste
1 Tbl. Parsley Flakes
1 Tbl. Basil
1.5 tsp. Garlic Powder
3 tsp. Italian Seasoning
Dash Cayenne Pepper
Dash Cumin

COTTAGE CHEESE FILLING:

Stir all ingredients together
24 oz. Large Curd Cottage Cheese
2 Eggs Beaten
¾ tsp. Salt
1 tsp. Pepper
2 Tbl. Parsley
1/2 c. Parmesan
1 # Mozzarella Cheese, Grated

TO ASSEMBLE:

Place 3 of the cooked lasagna noodles in a 9X13” baking dish.
Spread half the cottage cheese filling atop.
Top with half the mozzarella.
Top with half the meat mixture.
Repeat with noodles, cottage cheese, mozzarella and meat filling~more cheese too!
BAKE: 375 degree oven for approximately 45 minutes or longer if starting chilled.
Let stand 15 minutes before cutting and serving.

SERVES: 12 . . . Can be made ahead or easily doubled.

Enjoy!

VISITING



R/GA

The Bakers started off the business visits day in the Windy City with R/GA – a creative firm located right downtown with expertise in a number of creative fields, such as digital advertising, visual design, creative e-commerce, and tech consulting. As a leader in the digital age, RGA’s mission is to further expand the horizon of digital, technology and design as well as to take opportunities and create a world-class work for the clients. Their local office is relatively small, but well-rounded and situated with open working places, creating a relationship and teamwork-oriented firm.

When we arrived at the office, we were impressed by how friendly, comfortable, and yet professional R/GA employees were.

R/GA is committed to the idea: “every 9 years, you have to change.” This dates back to changes in 1977 (graphic and assisted filmmaking, digital studio) and then in 1986 (the idea of integrated digital studio), eventually leading to changes in 2004 (digital agency), and 2013 (connected age agency). R/GA has been expanding rapidly, launching their business globally in both Europe and Asia. The Chicago office specialized in consulting,



The Bakers at the stunning open office at R/GA.

marketing science, designing, and strategy brand planning.

R/GA presented casework that was familiar to every member, and introduced new ideas and products like the EQUINOX track fitness bikes. The Bakers were excited to see how a creative firm functions on a large scale in a small office. It was a definite highlight of the Chicago trip!

THE FED

Our next stop was the Federal Reserve of Chicago. We were greeted by three employees, Trish Burrus, Katerina Powers, and Michelle Lyndgren, who welcomed us with enthusiastic smiles. As we sat to eat lunch, we spoke about the three main goals of the Federal Reserve: to create full employment, regulate banking, and create price stability. Most importantly, we learned about the importance of collaboration. With nearly 20,000 employees spread across the country, communication is an integral part of working at the Chicago Fed. With thousands of different job positions including research

economics, diversity, and inclusion training, or monetary forecasting, the options are endless and the ability to communicate is essential. We left the Chicago Federal Reserve full of food, knowledge, and an excitement to learn more.

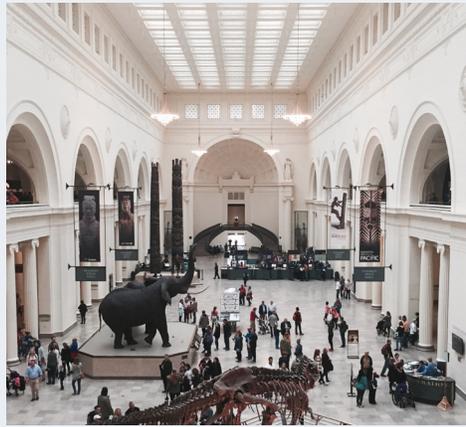


Junior Adam Rolain and senior Paul Nelson enjoy a dinner at Portillo’s in Chicago.



BAIN & CO.

After two wonderful visits, we walked under gray (but not rainy) skies to Bain & Co. We traveled up to the 34th floor and we were greeted by Sid, a principal, and three associate consultants (ACs). Sid's presentation gave a summary Bain's work and history, outlining the industry verticals and capability factors through which they work. We learned that their goal is to help leaders solve challenges by providing deep expertise, results-focus, diverse experiences, fresh perspective, objectivity, and change agents to an organization. Following the overview of the company, Sid explained the associate consultant position, an entry level job that a few of us Bakers were interested in. We heard from the three associate consultants about their background and experiences with Bain thus far. Though they were incredibly intelligent, with degrees from Yale, Harvard, and Miami of Ohio, we were encouraged by one's degree in West African History to come into the consulting world with



The group also had the opportunity to visit the Chicago Field Museum, seeing the rare Xian Warrior exhibit there.



our liberal arts degree. Though they described the work as "always very uncomfortable," each knew that their experience at Bain was preparing them very well for whatever they decided to do next. A reoccurring theme from the AC's was that "no doors would close if you were a consultant for a few years." Following a time for questions, we split off into smaller groups and received a tour of the office from the ACs. Their two-level space offered collaborative spaces for

teams, but also had incredible view of the city and lake. This tour gave us the opportunity to ask the ACs more specific and personal questions about their individual experiences, which added a nice layer of knowledge to what we had been learning. The visit provided us with a valuable glimpse inside one of the big three consulting firms, and intrigued many of us to look into the path of consulting as a future career.



Bain & Co.



BBG (Bright Bright Great)

BRIGHT BRIGHT GREAT (BBG)

Our last visit in Chicago was to BBG, Bright Bright Great. BBG is a full-service design, strategy, and technology agency. They operate with 10 people in their office, give or take a few. Although primarily focused in innovative web designs, their agency encompasses all aspects of marketing projects. As a group, we were lucky enough to visit their office and talk with a majority of their team. Jason Schwartz, the founder and creative director of BBG, shared his philosophy behind starting the company, and why it continues to be a huge success, even for its small size. At BBG, they strive to solve problems by creating all projects with the perfect combination

of aesthetics, usability, and functionality. They care about creating amazing projects from start to finish that are data-driven yet all around innovative experiences. Some of their major clients include Nike, University of Chicago, Argo Tea, Crayola, among others. Bright Bright Great, although small, is responsible for major creative marketing projects across many industries, and it was great to learn about a company whose structure differs so radically from most others in its own industry.

LEARNING



ARMSTRONG DINNER

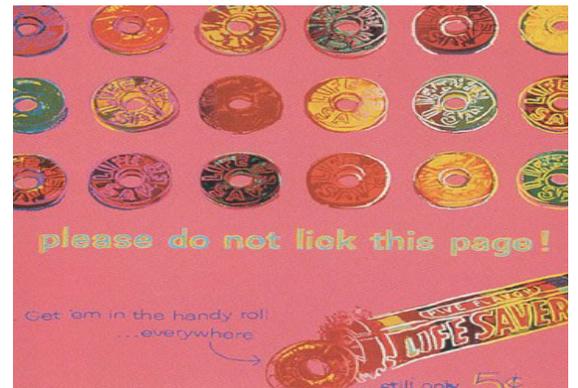
The Bakers had the opportunity to go to Dave Armstrong's home for a tour and a meal, and they were able to enjoy all of the fine art that came with that!

Several of the members of the Bakers are studying Studio Art alongside business, and so it was a particularly intriguing and applicable visit for them. The sheer number and variety of art that is in the Armstrong home is amazing, and it was impactful for both "art folk" and "non art folk". It is truly an amazing collection, and it sparked inspiration and creativity in all members of the group.

A homemade and intimate dinner was appreciated as well (and good practice with chopsticks was entertaining and helpful too!)

Situated right on Lake Macatawa at Sunset, the Armstrong home was beautiful in and out, and their hospitality was much-appreciated.

The Armstrong family has been a vital asset to the Baker program over the years, and their continued participation, interest, and shared wisdom with the members is a gift we cannot overlook!



ETIQUETTE DINNER & THANKSGIVING

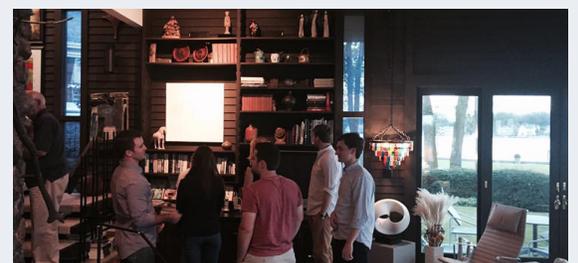
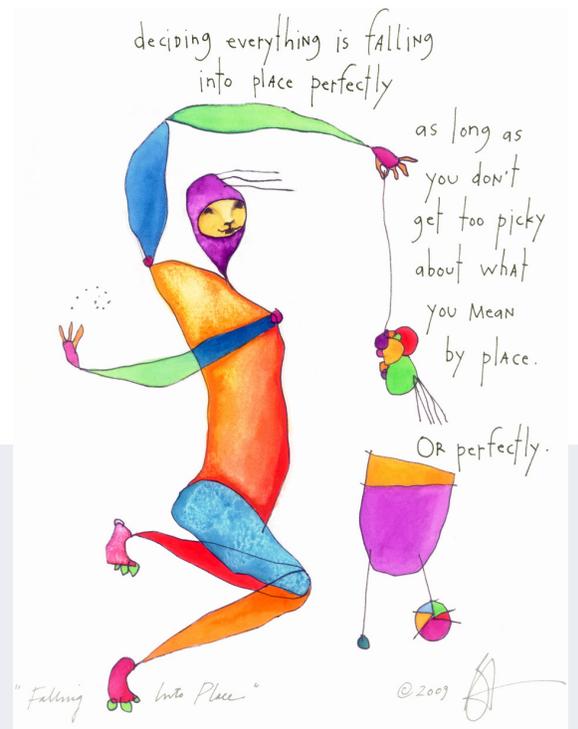
The Bakers are sure to enjoy meals together during the semester. Starting off with professor Rob Pocock, the group engages in an "etiquette dinner", where members are tested and taught about table manners and trends while enjoying a meal. It is a great learning experience, and always proves to be one of the most helpful practices that applies to many circumstances. The members find that they always learn something new each time they spend time with Professor Pocock!

Additionally, the Bakers enjoyed a Thanksgiving dinner together. The members cooked, played games,

and shared a time expressing what gifts they recognized from the year and the season in time. It is another wonderful way to spend time as a "Baker Family" together!



Junior Alissa Heynen and senior Laurel enjoying Thanksgiving dinner.



Discussion at the Armstrong home after the art tour.

REDISCOVERING



ARTPRIZE & START GARDEN

While the Bakers have found both domestic and international business visits incredibly beneficial, challenging, and valuable, they also realize the necessity to connect and become familiar with local companies. This fall, the group took a Friday afternoon to travel into Grand Rapids to meet with both Start Garden and ArtPrize. ArtPrize is a creative company that not only pushes to increase artistic, but also economic, impact in the city. It was important to understand how a growing nonprofit functions on a variety of levels, and the discussion sparked interest in all of the members! ArtPrize has become a familiar experience to attend and enjoy, but it was exciting to understand it more fully as a functioning business.

A glimpse into the startup world was encountered in the beautiful open workspace of Start Garden, where the Bakers spoke with Austin Dean, the operations director (and an entrepreneur himself!) about the services and environment Start Garden provides. Ideas are buzzing, jobs are being created, and companies are growing in these unique accelerators and incubators!



Start Garden

HERMAN MILLER

The Bakers were able to end the fall semester with a visit to the Herman Miller greenhouse close to campus in Holland, Michigan. The group was hosted by Gerb Kingma, an energetic man filled with wisdom on sales, business, and the roles Herman Miller plays in the business world.

Gerb emphasized the relationship side of business and also the importance of being a positive company, especially in considering climate change. The group was given a tour of the factory, seeing Herman Miller's efficient system, and the showroom where some of Herman Miller's best furniture is showcased. Overall, the visit showed the group how powerful any company's work can be.



Grand Rapids Griffins game



Herman Miller Greenhouse facility

PROJECTING



SPRING TRIP TO SAN FRANCISCO

Looking forward to the spring semester, the Bakers have put significant time into planning a trip to San Francisco in February. The group agreed that the variety of companies in the Bay Area along with the high levels of innovation in Silicon Valley would allow for high quality visits to a variety of companies. Likewise, the group is looking forward to supplementing business visits with trips to areas of cultural significance, including Alcatraz and the Museum of Modern Art. Setting up the trip has allowed the group to connect with several Baker alumni in the area, showing how large the Baker network is. We have begun to finalize our schedule with visits to companies in the city and Silicon Valley and are looking forward to a fast-paced and educational trip.



CONNECT with us!

Visit our updated page through the new Hope College website,
under the Business & Economics Department
and "Special Programs" pages.

(<http://www.hope.edu/academics/economics-business/special-programs-opportunities/baker-scholars/index.html>)

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