

ROCKY NOW

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Rocky Now: Keeping our friends and supporters informed about what's new and exciting at Rocky Mountain College

All about our students



Photo: Dave M. Shumway, RMC

Cody Rose won't graduate until next year, but he has learned enough in his classes already to launch a successful business.

Cody Rose won't graduate from Rocky for a year, but he's already a CEO and founder of a successful online business, Hypedupsports.

Want an autographed LeBron James jacket? A Tony Romo-signed helmet? Rose can get it for you. He can even get autographed something that you have, like a copy of Sports Illustrated you saved because it featured Michael Jordan.

Rose, who describes himself as a "huge sports fan who loves collecting memorabilia," started the sports memorabilia business with his brother.

"We decided to turn our passion into a business," Rose said. "Because I am a fan, I knew there was an opportunity."

Within a few weeks of establishing their first online site, they were selling items quickly, leading to the development of a professional website.

"It took a year, but now we have one of the top sites out there and we're using all the best technology. The only partner I have is my 17-year-old brother. Working from home definitely improves the profits."

The beauty of the business is how much they can outsource, from web management to shipping. Rose concentrates on the marketing aspect.

(Please see **All about our students** inside)

A Rocky Mountain College Christmas



Photo: Dave M. Shumway, RMC

Dr. Steven Hart gives the OK sign to his choir when they performed during the annual "Festival of Lessons and Carols." The concert, including the RMC Choir and RMC Band, under the direction of Mr. Anthony Hammond, is a hallmark of the holiday season in Billings. So popular is the free public concert that two performances are held to accommodate crowds.

A Sharing Season



Photo: Dave M. Shumway, RMC

Professors Gerry Roe and Linaya Leaf applaud the lighting of the Christmas tree in Fraley Lounge during the annual Yule Log dinner.

In a letter Obert Udem wrote recently to alumni and friends of the College, he noted that Rocky Mountain College has been "blessed by those who subscribe to the Biblical verity of Paul that 'the one who sows sparingly will also reap sparingly, [but] the one who sows bountifully will also reap bountifully.'" That is a lesson that pervades all aspects of life at Rocky, from our students to our faculty, staff, alumni and friends, and is especially evident this time of year.

The holiday spirit is not only about holding Christmas parties and potlucks on campus. It is about finding out what we can do for others. It is about cultivating hope for a later harvest. Alumni and friends of Rocky can be proud when they see how much our students, who struggle to finance their college education, put aside their own needs to help others.

(Please see **Sharing** on back page)



Insider

The Louder the Prayer, the More Angels . . .

"We hear the beating of wings over Bethlehem and a light that is not of the sun or of the stars shines in the midnight sky. Let the beauty of the story take away all narrowness, all thought of formal creeds. Let it be remembered as a story that has happened again and again, to people of many different races, that has been expressed through many religions, that has been called by many different names. Time and space and language lay no limitations upon human brotherhood."



The quote above comes from an editorial in the New York Times 70 years ago. It is a remarkable expression of the "reason for the season." Then as now, our country faced serious economic and global problems. In 1929, the stock market collapsed. Unemployment soared to more than 25 percent. Our faith in our greatness as a nation was shaken. The outlook for the world was bleak as other countries convulsed from the global financial breakdown. The seeds of conflict that would lead to World War II were sown during these desperate times.

But, while darkness was pervasive, illumination came from that "light that is not of the sun or of the stars." Inspiration came from the "beating of angels wings over Bethlehem," a sound that lifted spirits and continues to lift spirits and will for eternity.

I believe that sometimes the bigger the risk, the deeper the faith and trust. And so, the louder the prayer, the more the angels will show off! Our present day difficulties have not reached the epic proportions that beset people during the Great Depression, but hardship in any measure or percentage is always unwelcome. No one wants to see people homeless or hungry. Everyone wishes there were no unemployed. But I also believe that we are a strong nation, a people built on the principals born out in our own heritage and courage as a homeland of inhabitants who seek explanation, clarification and purpose; driven by God's own teaching.

We pray for better days. We rely on our historic resilience to make those better days come soon. I believe the angels will show off more when we put our trust in our Maker and his Son who taught us to love one another.

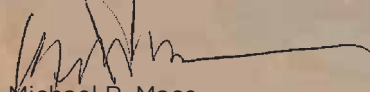
A good place to begin our recovery is with a rebirth of love for one another. I think that if we considered not what we want for Christmas, but what we might want to offer the Christ child, it would be the gift of love.

More than ever we should love one another. The great Scottish-American preacher and chaplain of the Senate, Rev. Peter Marshall, once delivered a sermon on just that premise. Christmas Eve, he said, should not be just the deadline for shopping, but the deadline to rid our hearts of pettiness, jealousy and resentment.

"We honor Him best by loving one another," he said.

I hope we will all give that gift this Christmas.

Merry Christmas,


Michael R. Mace
President

All about our students

(Continued from front page)

"We are one of the first sports memorabilia businesses to use Twitter, Facebook, and other social media sites for marketing," he added.

Sports memorabilia is nearly a billion dollar business and has not slowed during the recession.

"Everyone wants to own something from his or her favorite athlete or team," Rose said.

The passion Rose has was not enough to make the business successful, he acknowledges. His time at Rocky made the difference. First, he relied on Prof. James Smith (see Focus on Faculty). Second, he made the most of his classes.

"Accounting, communication, economics . . . from those skills learned at Rocky, I have a good knowledge of how to run a successful business."

For this young entrepreneur, here's the old bottom line.

"The learning atmosphere is great and the small class sizes make learning easy and enjoyable," he said. "The teachers want their students to succeed and will help them out in any way they can. Rocky is a great school and they set you up to be successful."



Photos: Dave M. Shumway, RMC

The campus enjoyed a festive arrangement of gingerbread architecture, provided by RMC students. A rendition of Prescott Hall was a favorite.



Focus on Faculty & Staff

Remarkable Transformations

In November, friends and billionaires, Warren Buffet and Bill Gates, met with students at Columbia University as part of a CNBC town hall meeting. When asked how he amassed his fortune, Buffet said, "First, you have to find out what you're passionate about. If you do what you have an interest in, you'll be successful. You can't just start out to make a lot of money."

Gates echoed Buffet's advice. "Money was not the primary goal. Doing what I loved was," he said.

That kind of advice is similar to what Prof. James Smith, a 1995 RMC graduate who then earned his master's in business administration at the University of Montana, tells his students, according to Cody Rose.

"He knew what I wanted to do is something I've been crazy about all my life," said Rose. "He told me that's the best place to start."

The online sports memorabilia business Rose now owns (see All About Our Students, front page) really began several years ago when he approached Smith, an assistant professor of business administration and economics, for advice.

"He was extremely helpful and honest," Rose said. "Whenever I had a question about my business idea, I'd go straight to him for advice and he'd always help me."

For Smith, it's simply how he always sees his job.

"Seeing the progress that students make throughout their academic careers at RMC is very rewarding. The transformations that students go through are remarkable," Smith said. "It's what makes coming to work every day worthwhile."

The interaction between student and professor is what makes Rocky distinct and that couldn't be more evident than with Rose and Smith.

"He put me in touch with people in the sports memorabilia business

who could offer insights. He taught me basic business skills," Rose said of Smith. "Just what he was doing separates Rocky from other universities."

Smith said helping Rose was not difficult.

"Cody has a great attitude and the drive to succeed. There are many obstacles to starting a business and Cody approached those challenges with an open mind and remained focused on attaining his goals. He has shown a level of maturity and professionalism that I truly respect," Smith said.

That respect is mutual. Smith has won the Ossie Abrams Award for Outstanding Faculty three times. Recipients should be individuals who not only excel as teachers and advisors but also go "beyond the call," providing guidance and mentoring that makes a significant difference in a student's life.

Sounds familiar. Sounds like James Smith.



Photo: Dave M. Shumway, RMC

Prof. James Smith discusses aspects of Cody Rose's business during a break between classes. Rose attributes his success to advice he received from Smith and other RMC professors.

Focus on Alumni & Friends

The Shine Rubbed Off . . .

If not for Rocky Mountain College, Mary Erickson would never have made it in Hollywood.

When she came to Rocky Mountain College in 1975, she was 17 years old, a preacher's kid from a small town in Wyoming. She was scared, not sure of what she wanted to do, or who she was.

"I remember thinking this was going to be an exciting adventure, but I also remember feeling I wasn't ready for it," said Mary, RMC '79.

And then a remarkable thing happened. Mary encountered her professors as people, not just teachers.

"What was going on in the classroom was really enriched outside the classroom. These absolutely brilliant people actually talked with me as if I was an adult. They actually wanted to hear what I had to say and treated me with respect," she said. "The shine rubbed off on me."

Mary thought her academic pursuit would center on music. Soon, however, she was immersed in theology and philosophy. Dr. Tom Dicken, who taught theology, proved to be a life-changing professor. "He was such an interesting professor. He expanded my mind into worlds I'd never imagined. I took every class taught by him that I could," she said.

Others felt the same way. She met one of her lifelong friends, Susan Scott Heyneman, when Susan was auditing Dicken-taught classes. The difference in their ages did not matter.

"That was and is what is so wonderful about this little college," Mary explained. "Learning was so accessible on so many levels."

The most important value of the experience was developing self-confidence.

"Because the professors were so well respected and highly regarded, the fact that students were able to know them one-on-one helped me feel I had something valuable to offer," she said. "I would never have been able to march boldly into the Hollywood studio system if I hadn't gained that confidence and foundation at Rocky."

Mary moved to Los Angeles with hopes of being a writer. Fed up with a dead-end "day job," Mary summoned the temerity to pitch her copywriting to a senior vice president of marketing at Universal Studios. She began working for Universal on a freelance basis, and soon the studio created a full-time position for her as Director of Creative Advertising, where she wrote trailers, print ads, and television commercials. Eventually she worked on ad copy and commercials for "Schindler's List," "Apollo 13," and her favorite,

"Babe." Mary came up with the now famous tagline, "A little pig goes a long way."

It was not unusual for her day to include rubbing elbows with Ron Howard, Ben Stiller and Steven Spielberg.

A family medical crisis called her home to Montana, but by then she was freelancing, selling her talent for being clever and witty to the development of "Madagascar," "Shrek," and "Lord of the Rings."

Some of her confidence also came from having great friends at Rocky. Jannie Harper and she were both minister's daughters, but looking for their own spiritual paths outside the traditional parish perimeters.

"We were zany," she laughed. "We developed a kind of wisdom that was beyond our years, but it always involved searching for meaning and value."

Another great friend is Bill Bowers, a mime and actor who has appeared in his own show Off Broadway and in several Broadway musicals.

"We danced disco in Widenhouse, concocting our own Saturday Night Fever choreography," she said.

It's hard to sum up all those wonderful experiences. Sharing Scandinavian pastries at art professor Bob Morrison's home. Debating the Vietnam War and watching Monty Python at Chaplain Bob Holmes' home. Writing limericks and making toothbrush necklaces with Jannie Harper. All of those experiences came together in Mary's career.

"It's the reason I love Rocky. It's why my good friend, Susan Heyneman, loves Rocky. It's why so many people I know, who have had a connection with Rocky, have such a high regard for Rocky. It's a place that transforms you. I think that's what still makes Rocky so valuable. You simply couldn't get that kind of education and life experience in a big university."



Photos: Dave M. Shumway, RMC

Mary Erickson, now developing a television series for PBS, shows a poster for "Babe," the movie tagline that is her favorite - "A little pig goes a long way."

Coming Attractions



Photo: Dave M. Shumway, RMC

Prescott Hall was aglow for the annual Candlelight Dinner. Next year the dinner will again be held in the Great Room.

FRIDAY, JANUARY 29, 2010

RMC hosts the second annual High School Invitational Honors Concert, bringing 250 students from across Montana to perform with RMC Concert Band and Choir in a special presentation at the Faith Chapel Worship Center, at 7 p.m.

RMC NATIONAL ADVISORY COUNCIL JANUARY 29 & 30, 2010

RMC National Advisory Council meets on campus beginning Friday, Jan. 29, at 8:30 a.m., with breakfast in the Great Room. RMC President Michael Mace will deliver a "State of the College" address and Peter Bryant, a senior vice president with Noel Levitz, will speak on "Enrollment challenges for small private colleges." Focus groups will meet, followed by campus tours, a reception, dinner and the honors concert.

Saturday, Jan. 30, will include reports from the Focus Groups. Members are invited to attend the Battlin' Bears basketball games when the the NAIA Championship banner will be unveiled. Members will also be introduced at half time.

A full schedule is available from the Development Office by calling Vicki Davison, alumni relations director, 406-657-1005.

Other upcoming events (details will be included in the January Rocky Now):
January 19 - Annual Scholarship Luncheon
February 11 - Candlelight Dinner



Photo: Dave M. Shumway, RMC

The RMC Invitational Honors Concert will be one highlight of the annual meeting of the RMC National Advisory Council.

ROCKY MOUNTAIN COLLEGE'S LEADERSHIP GIFT ANNUITY



Wouldn't you rather have your tax dollars work for a Rocky student?

You never know where your tax dollars will wind up when they go to Helena or Washington, D.C. to be spent on who knows what. But, when you invest your funds with Rocky Mountain College Charitable Gift Annuities, you can help our students for years to come.

Smart people have been doing this for years through the use of the RMC Charitable Gift Annuities which pay higher rates than bank certificates of deposit or U.S. bonds.

Older annuitants are paid highest rates. Montana allows a 40% tax credit up to \$10,000.

\$25,000 ROCKY MOUNTAIN COLLEGE GIFT ANNUITIES (CASH)

Age(s) & Rate at Issue	"Income on annuity for life	Deduction (Federal) (1099)	Tax Saving (Federal) Tax (25% Rate)	Montana Tax Credit Savings to Donor	Total Tax Savings
One Annuitant					
55 @ 4.8%	\$1,200	\$5,017	\$1,254	\$2,007	\$3,261
60 @ 5.0%	\$1,250	\$6,522	\$1,631	\$2,609	\$4,240
65 @ 5.3%	\$1,325	\$7,975	\$1,994	\$3,190	\$5,184
70 @ 5.7%	\$1,425	\$9,535	\$2,384	\$3,814	\$6,198
75 @ 6.3%	\$1,575	\$11,040	\$2,760	\$4,416	\$7,176
80 @ 7.1%	\$1,775	\$12,557	\$3,139	\$5,023	\$8,162
85 @ 8.1%	\$2,025	\$14,118	\$3,530	\$5,647	\$9,117
Two Annuitants					
65 @ 4.9%	\$1,225	\$5,649	\$1,412	\$2,260	\$3,672
70 @ 5.2%	\$1,300	\$7,205	\$1,801	\$2,882	\$4,683
75 @ 5.6%	\$1,400	\$8,904	\$2,226	\$3,562	\$5,788
80 @ 6.1%	\$1,525	\$10,748	\$2,687	\$4,299	\$6,986
85 @ 7.0%	\$1,750	\$12,147	\$3,037	\$4,859	\$7,896

For a free consultation, contact
Obert Undem, director of planned giving
Email: undemo@rocky.edu
Phone: 406-657-1142

A Sharing Season

(Continued from front page)

They can be proud of a faculty and staff that set a good example of giving to the community in a variety of ways.

Consider a few examples:

The annual Associated Students of RMC Gingerbread Decorating Competition always provides a lift for the campus community when winter's chill arrives. This early season event finds students mastering cookie architecture in Fraley Lounge, and their wonderful creations are displayed in the Bair Family Student Center. If seeing Prescott Hall re-created in gingerbread and jellybeans doesn't make you smile, you really are a Scrooge!

Faculty and staff, who are members of the "Rocky Walkers," hold bake sales to raise money for the Relay for Life to help find a cure for cancer. People are asked to donate what they can to the American Cancer Society in exchange for baked goods. The faculty and staff members set up in the Bair Family Student Center two days in December to raise money. Many times people skip the baked goods and simply donate outright.

A hayride and party for students who volunteered at this year's Black Tie Blue Jeans Scholarship Benefit was a gift from Shari VanDelinder, executive director of development. Shari wanted to show her appreciation to all the students who helped make this year's scholarship benefit a great success. Despite the frigid temperature, the students not only enjoyed one hayride around the Briarwood estates, but asked for a second tour. They feasted at a taco bar, roasted marshmallows around a bonfire, and sang karaoke.

Cindy Kunz, director of the Institute for Peace Studies, hosted Rocky's foreign students, who work for the Institute, at her annual Christmas party. The students made gingerbread houses, received stocking gifts from IPS trustees, and enjoyed a holiday dinner "full of comfort food," Cindy said, including a wonderful apricot - sweet potato casserole conjured up by Obert Udem, director of planned giving and a longtime director of the IPS. Cindy always makes sure students who are far from home are not forgotten.



Cindy Kunz, director of the RMC Institute for Peace Studies, gathered "her kids" for a holiday dinner. They included Anu (Mongolia), Andris (Hungary), Jing (China), and Fabiano (Brazil).

They talked about holidays in their countries and heard about holidays in the U.S.

"They're my kids," she explains.

The Yule Log Dinner, an annual event that brings everyone together for a wonderful dinner with the lighting of the yule log and entertainment following, also reaches out to those less fortunate. The price for admission to the dinner is a nonperishable food item to provide food for the homeless, and for Rocky students who may not be able to travel home for the holidays.

The lobby in the Bair Family Student Center has a tiny Christmas tree, but the tree makes a large difference in the lives of underprivileged kids. The Tumbleweed Christmas Tree displays gift wishes. You can help a child enjoy the season by plucking a gift wish from the tree, filling the need, and dropping the wrapped gift at the Dean's Office.

Every year the Billings community looks forward to the annual Festival of Lessons and Carols, which derives from an English tradition blending music and Scripture readings to tell the Christmas story. So popular is this RMC choir and band concert, two performances are offered, both free to the public. This mainstay of seasonal events in Billings is also remarkable because the readers include a cross section of the

Rocky family. This year Barb Skelton, RMC board chair, and Mike Mace, RMC president, presented readings and were joined by Dale Elmore, from Sodexo dining service, Jennifer Lyman, professor of environmental science, and Lance Hansen, a music education major.

A new event this year was added to the roster of holiday offerings on campus. Rocky's Magical Christmas was yet another free-to-the-public event. Organized by RMC's student ambassadors, the event hosted community and church choirs who performed outside Prescott Hall. The Travis Kuehn Ensemble, the Grace United Methodist Church Children's Choir, the Skyview High School Choir, the St. Andrew's Choir, the St. Bernard's Catholic Church Choir, the Billings Chapel of Hope Adult Choir (Lockwood), and the West High Westwinds Choir shared beautiful music while listeners enjoyed the warmth from open pit fires and hot cocoa. Festive lighting added to the spirit. About 250 people strolled by during the evening to enjoy the music.

Students face final exams before the Christmas break, but the stress is mitigated by the study break breakfast. This is an event where faculty and staff serve breakfast to students, but more importantly, offer comforting words and a time to step away from "the books."

A President's reception, hosted by RMC President Mike Mace and his wife, Karen, is a highlight of the holidays. Prescott Hall, always decorated beautifully under the guidance of Patti Morledge, is a spectacular setting for the Christmas party that is open to the entire campus community.

The Annual Facility Services Christmas potluck is a Rocky tradition that brings as many people together as possible to share the season's blessings. Everyone pitches in, bringing side dishes to complement the main course provided by the Facility Services crew.

It is particularly inspiring to see our students, often faced with demands far beyond their resources, put their own needs aside. Their selfless commitment to helping others is a great promise for tomorrow, learned today, from the RMC alumni, friends, faculty and staff. They are learning that to "sow bountifully means reaping bountifully."

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