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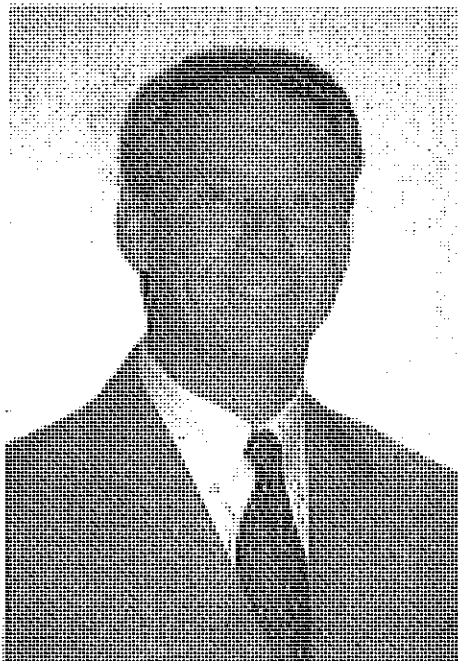
Concordia University Irvine

## See's CEO to speak at Faith and Business Forum

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Bradley D. Kinstler, President and CEO of See's Candies, Inc., will speak at Concordia's ninth annual Faith and Business Forum at the Hilton Orange County on March 8.

"What we do is we talk about the intersection of faith and business," said Stephen Christensen, Executive Vice President for External Relations and Special Assistant to the President. "[The forum] is designed to raise awareness that the workplace is a place where we can have an impact for Christ,"



Bradley D. Kinstler, See's CEO

Christensen said. The Faith and Business Forum hosts a different speaker each year, and approximately 500 individuals typically attend the event.

Although the majority of guests that attend the Faith and Business Forum are local businesspeople, approximately 10 to 20 students attend each year. "I've never heard of anything like it before and I think it's a neat idea," said Nicole Zehnder, junior. "I think it's necessary to learn how to express your faith in the workplace and it sounds like you can definitely grow through this experience."

According to Christensen, the forum is a faith-based examination of business strategies. "It's a business discussion, so they talk primarily about how they market their company and how they build teamwork in their organization, but most of the time the discussions end up focusing on how they treat people," he said.

Christensen emphasized that one of the main goals of the Faith and Business Forum is to teach that the workplace facilitates an often-overlooked opportunity for ministry. "We encourage people to recognize that you might work in a secular company, but that you are there because number one—the Lord wants you to be there, and number two—because you're His light," he said. "You're His ambassador in that workplace."

"If you want to share Christ in your workplace, why don't you work as Jesus would work and let how you live be your sermon?" Christensen said. While ministering to others who do not know Christ can be difficult, Christensen points out that it is all about the power of suggestion. "A paradigm shift is a new way of thinking, and you can't have a new way of thinking until someone has suggested a new way of thinking," he said. "Once someone has suggested it to you, you begin to think about it."

For more information about the Faith and Business Forum, contact Christensen at [stephen.christensen@cui.edu](mailto:stephen.christensen@cui.edu).

Rather, speaking the truth in love, we are to grow up in every way into Him who is the head, into Christ when each part is working properly, makes the body grow so that it builds itself up in love.