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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.
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For information, contact:

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Irvine Valley College

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

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

Paul Greive ’07
Farming Entrepreneur: Co-Founder, Primal Pastures
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Go to www.cui.edu/business to see Paul’s story.

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Our School of Business includes degree programs in Accounting, Data Analytics, Economics, Finance, International Business, Management, Marketing, Sport Management, and an MBA. For more information, visit www.cui.edu/business.
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.

“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 Enactus Students Extend Helping Hand

University of
La Verne