

Cal Lutheran put Craig Kinzer on the path ...

To excellence

Craig Kinzer has a great game. He had it as an all-league defensive back on Cal Lutheran's powerhouse football team in the late '70s, and he still has it as a high-stakes entrepreneur. The Seattle businessman has started numerous innovative companies in the fields of real estate, venture capital, integrated energy systems and entertainment.

One of those entertainment companies includes Scene It?®, a DVD board game that Kinzer first tested in the home of Steve Wheatly '77, CLU Vice President for University Advancement, with a group of his alumni teammates and their wives.

Through Kinzer Real Estate Services, he has practiced and perfected the art of the deal, leasing, acquiring or selling developments totaling some 25 million square feet and more than \$5 billion. His clients include Starbucks Coffee Co., the Seattle Mariners baseball team, the Bill & Melinda Gates Foundation, Seattle Children's Hospital & Research Institute, and Russell Investments. Kinzer is now taking advantage of the distressed real estate market through syndication with client/investors.

Through Denny Hill Capital and Kinzer Capital, Kinzer has invested in more than 50 startup companies, and is currently supporting the next "big thing" using the Internet.

His most recent startup increases efficiency in the delivery and use of energy in homes and small commercial buildings, emphasizing the latest in green technologies.

In the mix of work and play that has characterized his career, Kinzer was an owner of the Supersonics NBA franchise, with his friend Howard Schultz, for many years before they sold the team to Oklahoma.

How important to his success were his undergraduate days at Cal Lutheran?

"The growth I experienced in my four years at CLU is in every single business relationship I create," he said.

To Leadership

A CPA and attorney with an MBA in finance, Kinzer has learned what really counts in business.

"Ideas are always fun and interesting," he said. "But it is the people and the execution of those ideas that really matter. For every 100 ideas, there is only one that turns into a profitable business."

For example, Scene It?® may be a simple trivia game, but the determination the Kinzer team invested to make it happen was monumental.

Everyone who heard about his pitch for Scene It?® loved the idea. However, the hard part was obtaining the rights to use and co-brand content from all the major studios. Being a Hollywood outsider in a very competitive and paranoid industry worked to his advantage, he said. Eventually all of the studios signed on.

The next problem, however, was getting permission from each of the actors shown in the clips. Undaunted, the team began calling hundreds of agents. The first A list star was Clint Eastwood. With much determination, they inked separate deals with more than 2,000 actors. Other challenges were turning the average "dumb" DVD player into a gaming machine and finding a retail distributor (Nordstrom) to take a chance on an unknown game.

Scene It?® went on to become one of the biggest selling games in the world after Monopoly, and the company was acquired by Viacom/Paramount in 2008.

To Service

Kinzer admits he came to CLU with the primary goals to play football and to discover his career. But during his four years as an undergraduate pursuing a double major in political science and economics, he says, he learned just as much about personal relationships as he did about business and political science.

I enjoyed the camaraderie of my fellow teammates and was impressed by my classmates' desire to serve the community, he said. To this day, he values his friendships with CLU alumni, and looks to them for continued support.

"Cal Lutheran brought me out of my shell and at the same time taught me humility," said Kinzer, who serves on a number of community boards. A former student body president and member of the CLU Board of Regents, he is currently a member of the Board of Directors for Seattle Children's Hospital Foundation.

Ironically, the prospect of giving back to his community inspires him to be an even better capitalist. "Part of what drives my success is the ability to share the good fortune with others."

Go to www.callutheran.edu to learn how the University fosters an environment where excellence, leadership and service are nurtured and thrive.



Craig Kinzer

California Lutheran University, B.A., Political Science and Economics, *summa cum laude*, 1978

Postgraduate education:

University of Washington School of Business, MBA, 1982

University of Washington School of Law, Juris Doctor, 1982

Hometown: Seattle, Wash.

Occupation: Real estate advisor; venture capitalist; small business owner

Current affiliations: Principal, Kinzer Real Estate Services, Kinzer Capital; co-founder; Denny Hill Capital, Integrated Energy Systems; board member; Seattle Children's Hospital Foundation; member; Washington State Bar Association; instructor; University of Washington

Guiding principle: Surround yourself and partner with people of high integrity who are smarter and/or more talented than you.



About the University

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California Lutheran University has seen remarkable growth since its founding 50 years ago. One of the University's strongest attributes, and one of the reasons it has gained support over the years, is that it has kept pace with the changing needs of students while remaining true to its mission – to educate leaders for a global society who are strong in character and judgment, confident in their identity and vocation, and committed to service and justice.

The 225-acre campus, at one time the ranch of Richard Pederson, the son of Norwegian immigrants, is now home to a dynamic liberal arts and science university with more than 2,300 undergraduate students and 1,300 graduate students from 40 states and 36 countries.

Under the direction of President Chris Kimball, the University is reaffirming its commitment to excellence and making great strides in accomplishing the ambitious goals of its Strategic Plan.

Academic Excellence

Central to the University's academic excellence is a dedicated teaching faculty, who come to CLU from some of the finest universities in the world. Of the 144 full-time faculty members, 86 percent have earned their doctorate or terminal degree.

Through its College of Arts and Sciences, School of Business and School of Education, CLU offers 37 undergraduate majors, 31 minors and professional preparation programs in specified fields of study. An accelerated Adult Degree Evening Program (ADEP) is designed to meet the needs of part-time returning adult students.

CLU's highly regarded graduate programs include doctorates in educational leadership and higher education leadership, and master's degrees in education, psychology, computer science, business administration, information systems and technology, public policy and administration, and economics. A number of post-graduate credential and certification programs are also offered. MBA and certificate programs in financial planning are available online. Off-campus graduate centers are conveniently located in Woodland Hills and Oxnard.

Partnering with the Community

Strengthening partnerships with the business community to develop a better-educated workforce and to provide current data to assist with economic decision-making is an ongoing objective of the School of Business. The recent establishment of the CLU Center for Economic Research and Forecasting (CERF) and the addition of a master's program in economics expand the University's impact on and contribution to the business community. The School of Education continues to partner with area schools and businesses to enhance teacher preparation and pupil education. A unique collaboration between CLU, the Conejo Recreation and Park District, and the City of Thousand Oaks resulted in the construction of a community swimming pool located next to the Samuelson Aquatics Center.

Dynamic Growth

CLU's growth and achievements are reflected in its dynamic physical environment. The growing athletics complex on the north side of campus now includes the Gilbert Sports and Fitness Center, the George "Sparky" Anderson Baseball Field and Ullman Stadium, Hutton Softball Field, Poulson Tennis Center, Samuelson Aquatics Center, and venues for soccer and track and field.

On the south side of campus, a new residence hall, Trinity Hall, welcomed students this fall and work has begun on the Swenson Center for Academic Excellence, a social and behavioral science building and CLU's first LEED-certified structure. Completion of this center will lead the way for a new science facility and a performing arts center.

For more information about California Lutheran University, please visit www.callutheran.edu

