

ROYALS INVESTMENT FUND

BETHEL UNIVERSITY

BRIAN HOLLAND: INVESTING IN THE LIVES OF STUDENTS

BY AMY DENN

The Finance Emphasis began at Bethel University in 1985 when Brian Holland was brought in. Thirty four years ago, his first finance graduating class had three students, two of whom have children Holland has also had in class. His passion for teaching comes down to being able to speak to the lives and spiritual walks of his students.

Holland became involved with the Royals Investment Fund for a few reasons. His life is committed to his students and he wants to help them have greater opportunities and drive. Along with the other two finance professors at Bethel, Amanda Carter and Drew Whitson, they strive for Bethel University to have one of the best finance programs in the state. They are committed to being excellent teachers, committed to the student managed investment fund, as well as the CFA team, and they want their students to be excellent and earn what they deserve.

The Royals Investment Fund and the CFA team, Holland shares, "gives students the opportunity to build more on who they are, along with their resume, rather than just grades and classes." Students tend to think their

future careers are just based off of their grades and classes, but faculty see education as having an impact more on ones' developmental side. The involvement with the fund helps students learn more about who they are meant to be.

Why be an investor instead of being an Academic Advisor to the fund? Holland shares that he chose to be on the investor's side as he wanted to see how students were doing from the viewpoint of a Bethel faculty member being a customer. He describes himself as a guinea pig for the fund, as he is able to help guide the students, as well as be a customer for them.

Brian's wife, Ann Holland, is a nursing professor at Bethel as well. They both decided to invest in the fund on a POD (Paid on Death) term. Meaning their investment will turn into scholarships for nursing and business students after they have passed away. He hopes his decision to invest back into the school will inspire other alums to take similar actions.

Being a professor and a mentor to students has allowed him to speak to their values and hopefully impact their lives. He strives to, "start you off at a different starting point than I had, you will have a better trajectory than I did...so if I can nudge you just an inch, the holy spirit and your growth in your values over time is going to take you to a different place."



Holland shares two pieces of advice for students entering into the investments world after graduation:

1. You better have humility because pride makes for losses. And just know that no matter what, you win some and you lose some.
2. There is a kingdom purpose. And the best thing investments can do is make you humble. It is an opportunity to make wealth, that can also impact the kingdom. Wealth is not a bad thing, it just has to be used correctly. You need to think about the broken or disadvantaged people, and "if you use your wealth to further the kingdom, then I [as your teacher] have done an amazing job."

