

Redbird ^{\$5}

M A G A Z I N E

BASE FOR SUCCESS

Former Redbird baseball player and successful businessman Craig Bouchard had a ground-breaking idea and Illinois State was where it all began.

THE REAL McCOY

Senior Dontae McCoy has progressed in his time at ISU and will end his career as a team captain.

KEENE KONNECTION

Siblings Dalton and Jaelyn Keene have always pushed each other to reach their fullest potential

NOW OR NEVER

Basketball forward John Jones feels a sense of urgency as he begins his senior season.

ONE DAY AT A TIME

Senior Katy Winge had a difficult time adjusting as a freshman, but turned the adversity into motivation to get the complete college experience.

ALL OF THE LIGHTS

With renovations stemming from a new field to new lights, ISU soccer has utilized the amenities to maintain its successful ways.



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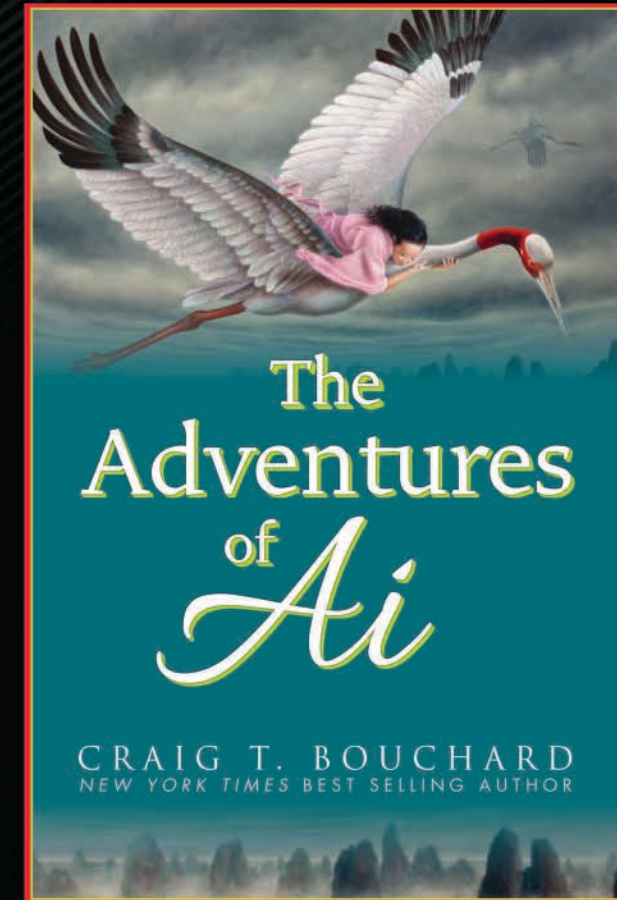
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the **BASE** for **SUCCESS**

by Lauren Hutchcraft



“We at Illinois State University work as a diverse community of scholars with a commitment to fostering a small-college atmosphere with large-university opportunities. We promote the highest academic standards in our teaching, scholarship, public service and the connections we build among them. We devote all of our resources and energies to creating the most supportive and productive community possible to serve the citizens of Illinois and beyond” - the mission statement of Illinois State University.

A mission statement speaks volumes regarding an institution, and ISU’s touches on the strapping foundation the University bestows upon its students, before sending them out into the world to make a difference as alumni. Illinois State has had a long and storied history since becoming the first public university in Illinois, opening its doors in 1857. Throughout its time, countless distinguished alumni have moved their tassels from right to left and embarked on an incredible journey.

One of the many distinguished alumni is two-time Illinois State graduate and former baseball student-athlete, Craig Bouchard. An individual who accomplished more than he imagined, including two hostile takeovers on Wall Street.

“Business is a lot like sports,” Bouchard, a letterwinner on the Redbird baseball team, said. “I don’t see business as a job, it is a game. If you play hard and fight, you may lose a few, but you win most of them. I never had a job. I get to compete all the time like I did in sports. Business has been much like that.” Bouchard won two hostile takeovers, including the first hostile reverse tender merger ever on Wall Street. That meant removing all of a public company’s directors at the annual shareholder meeting.

Though his second hostile takeover ended amicably and is certainly one of Bouchard’s professional highlights,

perhaps his most proud achievement is his recent venture, *The Adventures of Ai*, a children's novel that incorporates a fantasy with a video game and a philanthropic movement, reaching children around the world.

Bouchard, who has six children, including three young daughters, credits his daughters as his inspiration for his first children's novel. He says he never had aspirations to write. After his first hostile takeover, Bouchard was motivated by his mentor, Dr. James V. Koch, a former chairman of the economics department at Illinois State, and later President of the University of Montana and Old Dominion University.

"I started writing, because my co-author, Jim Koch, encouraged me," Bouchard said. "Jim joined the board of my company, after our first hostile takeover. He has been my mentor my entire adult life, because Jim was willing to support me, I took the plunge."

Bouchard's first book with Koch, *'America For Sale, How the Foreign Pack Circled and Devoured Esmark.'* was published in 2009. Their second book, *'The Caterpillar Way. Lessons in leadership, growth and shareholder value'* hits closer to Bloomington-Normal, as it is centered on the Peoria, Illinois-based Caterpillar and was published in 2013. Reflecting Bouchard's experiences as CEO, the second book is full of ISU connections, as a number of the senior executives of CAT hail from ISU.

"One was Steve Graham, who was in my graduate school program in economics," Bouchard explained. "We took our classes from a great teacher named Jim Koch, and Steve helped pave the way with Doug Oberhelman, CEO of CAT, for us to write *'The Caterpillar Way.'*"

The book shocked the world the first week it came out. The Barnes & Noble Best Seller List debuted *'The Caterpillar Way'* as the top selling book in the United States that week. It reached No. 8 on the New York Times Best Sellers List and remained there for a month.

"The amazing thing about the New York Times Best Sellers List was that we were No. 8, and the No. 10 best seller at the time was the Steve Jobs book," Bouchard said with a sense of awe, as one of his idols is Steve Jobs.

With two business books under his belt, Bouchard shifted his creative writing efforts in another direction. He wrote a book to his three young daughters, in the form of a bedtime story.

"As the three girls grew up, I put them to bed each night," Bouchard explained. "Instead of reading to them, I told a story. Each night I built off of the previous story. In time, the characters got older and the story lines got more complex. Those may moments with the girls turned into the book."

Being a successful entrepreneur, Bouchard quickly developed short term and long-term strategies for the book – *"The Adventures of Ai,"* which describes his time living in Japan during the 1990s. The novel winds its way cleverly back to the year 1514, where an 11-year-old girl named Ai lives in the mountains of Japan. Ai leaves home on an adventure with her animal friends in pursuit of a dream and for her father.

"I was motivated to leave something behind for my daughters," Bouchard said. "They were headed for the teen years, and I wanted to toughen them. At first, it wasn't about the music and potential movies. That came later. It was about leaving a legacy and empowering girls all over the world to be strong, highly educated and independent."

When he was a third of the way done with the book, Bouchard sent it back to his roots at Illinois State to get some much needed feedback.

"I sent it to Dr. Karen Coats at Illinois State to review and give me her opinion," Bouchard said. "She was the star of the English department, and Karen wrote me back and said, 'This story has bones, keep going.' I will always remember and appreciate that feedback."

With his motivation and a story line intact, along with encouragement to continue, Bouchard continued writing the book, but what he didn't know would occur was the overwhelming interest in the story and concept integrated into the book.

As fascination grew with the book, the publishing offers began to pour in, but unlike his first two books, Bouchard didn't want to give up his intellectual property rights when he signed with a publisher.

"The reason was simple," Bouchard said. "When you publish a book, you don't own your work anymore. I wasn't willing to give my children's novel to anyone. So, I developed a mechanism to distribute the book around the world without the help of a traditional publishing company." Bouchard had the book translated into Mandarin, Japanese, Arabic and Spanish and then partnered with Apple, Google and Samsung to distribute it as an app for smart phones and pads.

This led to out-of-the-box thinking, and he developed a cutting-edge technique to distribute his novel across the globe. This he did with the help of Jaunique Sealy, the CEO of his cosmetics company, and formerly the media manger of Prince and Lady Gaga.

"Discussions with Sealy led to the creation of one of the great video games of 2014, *'The Adventures of Ai'* and embedding the book as an app inside the video game," Bouchard explained.

From start to finish it took Bouchard four years to release *"The Adventures of Ai."*

"Throughout, education plays a large role in the project," Bouchard said. "There is a math problem that has to be solved for Ai to escape with her life from a cave. There is poetry, music and history. I utilized these educational components, because they get kids enthused about studying. The idea of a video game started 14 months ago, and it took about 10 months to design, embed and launch the game."

Bouchard didn't have a problem acquiring parties to collaborate on the video game. In fact, he had numerous volunteers, including award-winning individuals.

"We took our idea to Kalani Streicher, former head of video games at Lucas Films, and one of the best video game makers in the world," Bouchard said. "His kids read the book and liked it."

Music was also a critical feature in the video game, and Bouchard had a connection through his private company Cambelle-Inland, (named after his second daughter). Cambelle-Inland's Board of Directors includes 27-time Grammy winner Quincy Jones.

"Quincy gave me advice on music, and more importantly, I worked with his partner of 20 years, Humberto Gatica, who himself has won 16 Grammys. Humberto produced the No. 1 selling album of all time, the Titanic movie soundtrack. Humberto's kids also loved the book."

With an elite team working on the project, *"The Adventures of Ai"* became a global phenomenon and the game is now played all over the world, Bouchard wanted to take his innovative model one step further and create a philanthropic movement for the next generation.

"This is something that has never been done before," Bouchard said proudly. "We are creating a generation of 13 year old philanthropists. Philanthropy means giving of oneself for the love of mankind. Kids don't have money, but they have time, and they can help other kids. This is special to me, the chance to move an entire generation of kids around the globe toward philanthropy."

Following this notion, Bouchard sought charities to become involved in the project. He started with charities that had special meaning to his family.

This included Lurie Children's Hospital, where his daughter, Cambelle, had two major surgeries as a young girl, and Misericordia Hearts of Mercy, which is the No. 1 home for down syndrome in the world," Bouchard stated. "My brother-in-law, Matthew, has lived there for 37 years. Both charities jumped in to the project, and that gave me the idea."

Not only were charities in Chicago, like the James R. Jordan Foundation (of Michael fame), the Ryan Dempster Family Foundation, and The Theo Epstein 'Foundation to be Named Later' getting involved, but Bouchard's colleagues working on *"The Adventures of Ai"* in their respective countries joined to recruit charities in their countries.

"Now there are 19 charities worldwide participating, which benefit five million kids," Bouchard said proudly. "In Chicago, after those initial visits, a major global charity - Ronald McDonald House - came in, and that is where we did the global launch several weeks ago."

Once the charities were in the place with the project, the philanthropy aspect was set into motion, and the first-ever World Charity Cup was launched. The World Charity Cup is a video game competition where kids play for sick kids in their country. It gives the younger generation the option to play the video game for their country. Bouchard donated 20 percent of all revenues from his project to the charities with half going to the charity in the winning country. The competition began Sept. 9 and runs through December 31. *"The Adventures of Ai"* game is a free download on Apple or Android phones and pads.

Not only does the game teach pre-teens how to be strong, intelligent and independent, but it also offers a feeling of pride and accomplishment for the children by helping their less fortunate peers.

"It is an incredible feeling," Bouchard proclaimed. "During the past year, 20 professionals from all over the world volunteered to help. The charities jumped in and they have teams working on the Ai movement. These charities benefit over five million kids."

With a resume that includes being the founder or CEO of five international companies and the author of three books, Bouchard hasn't forgotten where he received his solid foundation, and he maintains a connection and involvement with the University.

"This is very remarkable stuff, and I could never have guessed it," Bouchard said. "I attribute virtually everything I have done successfully with the foundation I got at Illinois State University. When kids make their choices about going to Illinois State University, or University of Illinois, or even The University of Chicago, Harvard or Duke, they can accomplish just as much graduating from Illinois State University.

"I feel it is one of the great universities in the Midwest," Bouchard stated.

With *"The Adventures of Ai"* reaching amazing success, Bouchard didn't stop to celebrate for long. He is busy planning.

"*"The Adventures of Ai"* is book one of seven," Bouchard pointed out. "All six books are already in my mind. If there is a bigger vision, it is seven books, seven video games and seven movies. I am busy with business right now, but will start the second Ai book shortly."

Not only does his long term plan relate to the series, but it also incorporates the philanthropy aspect of the book.

"For the longer term strategy, I don't know if I can pull it off, but I'd like to have 1,000 charities benefit, and reaching 200 million kids," Bouchard said convincingly. "If I can do that, there isn't one Fortune 500 Company in the United States or their counterparts around the world that wouldn't donate a million dollars to reach 200 million kids."

Thanks to his mentors Jim Koch, Tony Ostrosky and Jack Chizmar at Illinois State University, the kid who once had a dream of being a high school basketball coach became one of our most successful alumni with his pioneering mentality.

With a mission statement that originates from a strong foundation, Illinois State University prepares its students to head out into the world to make a difference. So, when graduates walk across the stage to receive their diploma and move their tassels, they will know no dream is too big... anything is possible... just look at Craig Bouchard.

