

Idea



Hunt 2 Heal

How Hunting Changed the Spirit and Purpose of One Grad

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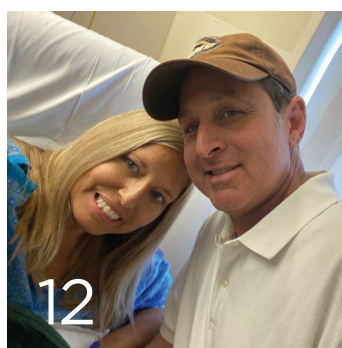


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Be sure to check out the online edition at northwood.edu/idea.



MISSION STATEMENT
We develop the future leaders of a global, free-enterprise society.

PURPOSE STATEMENT
To develop leaders, managers, and entrepreneurs with the character and skills to drive personal, organizational, and societal success.



ON THE COVER: Carson Nyenhuis ('08) is the founder and president of Hunt 2 Heal, a nonprofit that helps people with disabilities enjoy the outdoors.

CORE VALUES STATEMENT
We believe in:

- The advantages of an entrepreneurial, free-enterprise society
- Individual freedom and individual responsibility
- Functioning from a foundation of ethics and integrity
- Promoting and leveraging the global, diverse, and multi-cultural nature of enterprise

Northwood University is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability or veteran status. The University also is committed to compliance with all applicable laws regarding nondiscrimination. Northwood University is accredited by the Higher Learning Commission (hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education.

This past year Northwood University faced a series of extraordinary events, including not only a 100-year pandemic but a 500-year flood. It was inevitable that myriad stories of inspiration would emerge from these momentous events.

You may have read some of the uplifting stories that have been highlighted in previous issues of IDEA magazine. The resilience and entrepreneurial spirit exhibited by members of the Northwood community seemingly know no bounds, and I am pleased to share more of these accounts with you in this issue.

You will be moved by the story of alumnus Carson Nyenhuis, who was paralyzed in an accident and yet has leveraged the lessons he learned at Northwood to create a nonprofit and retreat called “Hunt 2 Heal.” You’ll also read about the achievements of alumna and role model Kelli Ellsworth Etchison, who was recently appointed a member of Michigan’s esteemed Black Leadership Advisory Council.

The trying events of the past year, responsiveness by the Northwood community, and other remarkable accomplishments are now part of the fabric of our University and storied history. We are not only reflective but forward-thinking as we consider what the near and distant futures look like for higher education and Northwood University.

It was that progressive mindset that served as the impetus for the Presidential Task Force on the Review and Renewal of The Northwood Idea that was established last November. Following countless hours of work, the 26-member task force, ably led by co-chairs Dr. Dale Matcheck and Dr. Timothy Nash, recently shared 15 actionable ideas for the Northwood community to consider implementing.

Our focus on the future is also reflected in the story of a new partnership Northwood has forged with Virginia-based Pohanka Automotive Group, one of the nation’s oldest and most respected automobile retail organizations. Through a generous scholarship fund, internships, and a path toward post-graduate employment, this partnership seeks to expand opportunities, especially for people from groups historically underrepresented in the industry.

In addition to these significant philosophical achievements for our University, visitors to campus will notice some physical changes this summer as well. The campus walkway, or mall walk, running through the central part of campus, will undergo a renovation that will include both aesthetic components and infrastructure improvements. We look forward to hosting new and returning guests to this attractive space on campus, including the Northwood University International Auto Show, as well as having peace of mind with new flood mitigation components in place.

These accomplishments and success stories instill confidence that Northwood University is well-positioned to fulfill its mission of developing future leaders of a global, free-enterprise society and embodies The Northwood Idea as a proponent of freedom.

Sincerely,



Kent MacDonald, Ph.D., President
President@northwood.edu



Hunt²Heal

How Hunting Changed the Spirit and Purpose of One Grad

Carson Nyenhuis skeptically and reluctantly sat in the deer blind. He didn't want to be there. In fact, his friends literally forced him to. Taking advantage of his weakened state, his buddy hoisted him over his shoulder and carried him into the blind. His complaints and protests elicited no reactions.

So he sat, arms and hands at the ready, cradling his bow and arrow. Anger occupied him. He once loved hunting and all things outdoorsy — snowboarding, wakeboarding, dirt biking, fishing — but the motorcycle accident five years earlier changed everything. It left him paralyzed from mid-chest down. The thought of enjoying his beloved hobbies once again was as distant as the memories.

A twig snapped, interrupting his thoughts. He focused on the deer walking through the brush. The sounds and smells of nature enveloped him.

And for just a little while he forgot he was paralyzed.



“Watching the deer walk through the woods when it doesn’t know you’re there is a cool moment,” Nyenhuis (’08) said. “It’s hard to explain. It grounds you on a spiritual level — whether that’s to God or the Earth. Watching the deer walk up made me realize that life is great. That evening changed my whole spirit.”

After this shift in perspective, an idea bloomed.

“I love helping people and wanted to make an impact so this idea of Hunt 2 Heal formed where we’d take people out who are disabled so they can feel one with nature and hunt,” Nyenhuis said.

A Barrier-Free Hunting Experience

Truly dedicating himself to the call of The Northwood Idea to eliminate barriers to equal opportunity for all human beings, Nyenhuis and his family believed that having a disability shouldn’t stop anyone from participating in any activity — even hunting.

In 2019, Hunt 2 Heal became a registered nonprofit with a mission of providing a safe and comfortable environment where people who have been deprived of enjoying the great outdoors can enjoy outdoor experiences at no cost and with no worries.

► **Carson Nyenhuis (’08), founder and president of Hunt 2 Heal, proudly sits in front of concept drawings of the new Hunt 2 Heal barrier-free lodge that opened in 2020. The lodge is on one-square-mile of private hunting land in Bitely, Mich.**



“I’m lucky because I have a close group of family and friends who look out for me and take care of me — and take me hunting,” he said with a smile. “But I’m one of the few because there aren’t many who have this kind of support. My family has the ability to share this level of support and hunting experience so that’s what we’re doing.”

Located on the western half of Michigan about halfway down the mitten is a city called Bitely, where the Nyenhuis family owns one-square-mile or 640 acres of land. In early 2021 they finished building a barrier-free cabin with living quarters and amenities that are fully handicap accessible.

In September 2021, Hunt 2 Heal will have its first hunt where two people with disabilities (who applied and interviewed with Nyenhuis months prior) will participate in a weekend-long deer hunt. They’ll spend the weekend — at no cost to them — relaxing in the new lodge and hunting in specially designed blinds with groomed trails while receiving assistance from skilled guides.

Everything about the experience and the land is customized for people with a range of disabilities including all-terrain wheelchairs, adaptive vehicles, ADA (Americans

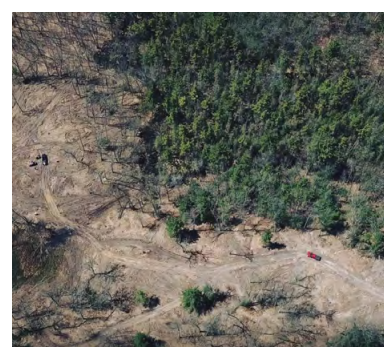
with Disabilities Act)-accessible blinds, and wheelchair equipment for those that can’t pick up a gun. Nyenhuis is even working with a manufacturer to create a sip ‘n’ puff device for people with quadriplegia so they may look through the scope at a deer then blow into the device to pull the trigger on the gun.

With business acumen and marketing knowledge he gained from his Northwood education, Nyenhuis is excited to apply his experiences and see the nonprofit grow and impact the lives of more people. A golf outing, a walk/ride event, and mushroom foraging are on the list of upcoming events for Hunt 2 Heal.

Since that fateful night in the deer blind, Nyenhuis continually chooses joy and optimism so he can make a difference and help other people with disabilities.

“So many people hold back when they get injured. They become reserved and don’t want to try new things because they’re afraid of getting hurt,” he explained. “But try! Get involved with your community and other groups because that’s what will get you enjoying life again.”

If you’d like to learn more about Hunt 2 Heal, visit hunt2heal.org.



You Get the Idea

University Keeps The Northwood Idea Front and Center

A novel task force focused on making sure The Northwood Idea resonates in a changing world has completed its work, and it is quickly producing results.

President Kent MacDonald began this academic year by convening roughly 20 people from all areas of the Northwood community for the task force, so they could explore ways to expand the reach of The Northwood Idea. After several months of intensive interaction, the group produced a series of recommendations, which are in the process of being reviewed, approved, and implemented at the highest levels of the University.

“Some of our recommendations are long-term, and will require a commitment of both time and resources,” said Dale Matcheck, Northwood professor, Economics Department chair, and co-chair

of The Northwood Idea Task Force. “But some of the recommendations are pretty simple, and can be implemented quickly. We’re already seeing an impact.”

One immediate impact is on the University’s planning process. Two members of the group, Chris Deming (’09) and Jeanna Cronk, are also co-facilitators of the University’s Strategic Planning process, which is developing a five-year plan for institutional growth through the year 2026.

“Our goal is to align our strategic planning thinking with what was happening on The Northwood Idea Task Force,” said Deming, director of Organizational Partnerships and Alumni Relations for Northwood. “Not to get the cart before the horse, just to make sure we were staying on track with what the task force was thinking.”

Cronk, co-director of Northwood’s Center for Excellence, said both task forces were informed by the results of the latest Northwood alumni survey, which took place in 2020.

“The part that was the most affirming was results that showed the alumni feel a strong loyalty to The Northwood Idea,” Cronk said. “We found that it was still incredibly valuable to the alumni, no matter how many years ago they had graduated.”

One challenge for the University is to help today’s students — and tomorrow’s — understand the power of The Northwood Idea in the context of a changing landscape.

“The members of Generation Z (Americans born between the mid-1990s and the early 2010s) are not as driven by the bottom line or making a profit, like previous generations were,” Cronk said. “For them, it’s more a question of, ‘How am I going to impact the world?’ Often their answer to that question has to do with sustainability, or it leads to a popular phrase right now, conscious capitalism. So, we have to help them realize what truly is possible within the free-enterprise system. How they can make it work for them. How they can take a Northwood degree and make their impact on the world.”



▲ Contributors to Northwood’s strategic planning process include, from left, Dale Matcheck, Chris Deming, and Jeanna Cronk.

Several specific initiatives currently underway are designed to further raise the profile of The Northwood Idea within the University community and beyond, including:

WHEN FREE TO CHOOSE

Northwood's new signature publication, which launched in late 2020, provides a rich variety of discussion focused on The Northwood Idea and its role in the world. Voices range from Northwood President Kent MacDonald and members of the faculty to students, alumni and even some classic words from icons of years gone by. One regular feature brings in essayists whose opinions do not align with The Northwood Idea, accompanied by an opposing perspective that does. It makes for interesting and enlightening reading. Copies of When Free To Choose are mailed at no cost to select subscribers and available online to anyone at northwood.edu/afeu/when-free-to-choose.

NORTHWOOD UNIVERSITY IDEA CENTER

The principles of free enterprise, individual freedom, and individual responsibility are put into action every day in downtown Midland at this unique incubator of entrepreneurialism. Housed in what once was the Northwood Gallery, the 4,000-square-foot NU Idea Center was designed to include an ideation space, where student entrepreneurs can dream and develop inventive business ideas; an active learning space for students, faculty, and staff; a hands-on maker space that helps entrepreneurs and inventors to develop new products, including product prototypes made with 3D printers; and a state-of-the-art digital arts studio aptly named "Timberwolf Studio." The groundbreaking vision grew from proposals developed by 46 students in a business plan competition in which the University offered \$5,000 in prize money. The NU Idea Center launched with a soft opening in October 2020 amid COVID-19 restrictions, with plans for full availability once restrictions are adequately eased.

WEBINARS

Northwood's Alumni Relations office provides online forums for discussion of the principles of The Northwood Idea, with knowledgeable presenters and opportunities for questions, answers, and follow-up. For instance, Professor Michael Makovi recently led a webinar focused on how markets work to ensure a ready supply of goods and services to satisfy consumer demand. He made the case that attempts at socialism have failed due to the impossibility of economic calculation by central planning and, by contrast, that societies with the greatest degree of economic freedom tend to be the most prosperous and deliver the highest standard of living even to their poorest members. A refresher for some, an eye-opener for others, these webinars help to keep The Northwood Idea alive and well.

Leading Michigan's Pursuit of Diversity, Equity, and Inclusion

Appointed to Michigan's Black Leadership Advisory Council, Kelli Ellsworth Etchison is the perfect person to facilitate intentional change.

Evidence that the country continues to battle racism, prejudice, discrimination, and violence was as subtle as a sledgehammer in 2020. No longer able to drown out the noise, the U.S. was forced to confront its issues. Taking on a systemic, multi-generational, multi-faceted issue demands passion, resilience, and leadership from people of all demographics. One of those people is Kelli Ellsworth Etchison ('09).

With a three-page-long resume mostly consisting of lists of boards of directors she has sat on and awards and recognition she has received, Ellsworth Etchison is motivated and prepared to take on this challenge in the State of Michigan.

In November 2020, Governor Gretchen Whitmer appointed Ellsworth Etchison to Michigan's Black Leadership Advisory Council. The council was created to serve in an advisory capacity to the governor and develop, review, and recommend policies and actions designed to prevent and eradicate discrimination and racial inequity in Michigan.

The council's 16 members and four committee chairs were selected from more than 650 applicants.



◀ **Kelli Ellsworth Etchison ('09) was appointed to Michigan's Black Leadership Advisory Council by Governor Gretchen Whitmer in 2020. She also serves as the chief marketing officer and chief diversity officer at LAFCU.**



Each member represents Black leaders in a specific field. Ellsworth Etchison is a representative in economics for the term Nov. 12, 2020, to Dec. 31, 2023.

"I have spent my life working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values, and motivation to make that difference,"

Ellsworth Etchison stated in her application to be on the council. "Arguably, the most important asset I bring to this role is more than 50 years of first-hand knowledge. I have personal experience with racial discrimination and the inequalities that exist within our state."

The objectives of the Black Leadership Advisory Council are to identify state laws or gaps in state laws that create or perpetuate inequities; collaborate to promote legislation and regulation that ensures equitable treatment of all Michiganders; serve as a resource for community groups; and promote the cultural arts in the Black community.

Ellsworth Etchison serves in this capacity while still maintaining her role as the chief marketing officer and chief diversity officer of LAFCU — a statewide credit union based in Lansing, Mich. and serving on six councils/boards.

NOT AGAIN

After being pulled over four times in 18 months, it became painfully clear to Ellsworth Etchison that she (and her car) was being profiled.

"The last instance was 2019. The day stands out to me because in the morning I had played golf in the Tournament of Friendship, which raises money for young people wanting to go into criminal justice and fire fighting professions," she recalled. "That evening when I was driving home from a different event a police officer turned out from a side street and started following me. At the time I drove a Cadillac car with dark windows. When the officer pulled me over, I challenged him to reflect on if he was racially

profiling me. It made me realize that our community needed to start having conversations to break down these barriers.”

And then George Floyd was murdered.

“That day was really hard for me,” she said, tears filling her eyes. As businesses published racial justice statements, Ellsworth Etchison talked to the chief executive officer at LAFUCU about what they could do internally. “I can’t change the world, but I can change my circle,” she said. They put together the chief diversity officer position so Ellsworth Etchison could invoke robust policies that would be intentional and transformative over time.

CHANGE IN YOUR COMMUNITY

For people who don’t have a large circle of influence, enacting diversity, equity, and inclusion practices can be difficult. Ellsworth Etchison recommends education as the best starting point for small business owners and entrepreneurs that want to make their workplace or community more diverse.

“Self-awareness is the most important thing,” she said. “Being introspective is hard. It’s easy to look at other businesses or individuals and see their shortcomings. You need to identify the gaps in your understanding and how to fill them.”

To fill these gaps, Ellsworth Etchison recommends connecting with other local organizations like the nearest NAACP (National Association for the Advancement of Colored People) unit (there are 47 units in Michigan alone), an active fraternity or sorority in a neighboring city, or getting involved with a Black church.

“As a business owner, you have to think, ‘what can I do to grow my business outside my homogenous audience?’ Diversity has an impact on your bottom line. If you don’t have diverse ideas, how will your business grow?” she challenged. “It’s about reaching out to people who don’t look like you.”

As Ellsworth Etchison facilitates conversations among LAFUCU employees and community leaders across the state, her empathetic, optimistic, zealous approach is exactly what we need as the country braves the growing pains of reconciliation.

“I HAVE A RIGHT TO BREATHE”

By Kelli Ellsworth Etchison

Deep as night; mocha in the light;
or like me, just bright.

I have a right to breathe.

I stand in a sea of tears, swelling with white caps
crashing into my hopes and fears.

I have a right to breathe.

Martin, Rosa, John, Emmet Till

Boycott

Sit

Marched

and killed

I have a right to breathe.

Hair thick with coils; grandfather
and the one before toiled.

All I have is my bright, mocha, deep as night skin;
don’t know my name, heritage,
ripped from my kin.

I have a right to breathe.

On slave ships; shackled, stacked high.

To dead and alive; lie in menstrual blood, feces;
void and deprived.

I have a right to breathe.

Built your wealth; country and the people’s house;
to only be treated like things
flushed down in a shouse.

Built our own wealth, self-contained
communities with pride; yet you burned, bombed
and left us with nothing but to hide.

I have a right to breathe.

Billie Holiday sang southern trees bear a strange
fruit, blood on the leaves and blood on the root.
Trees exchanged for knees, knees on our neck;
meant for genocide of the American dream,
meant to wreck.

I have a right to breathe.

Deep as night; mocha in the light;
or like me, just bright.

I have a right to breathe.

© 2020 Kelli Ellsworth Etchison

A Friend *for Life*

Northwood Alumni Share More Than Memories

Northwood alumni frequently point to the amazing friendships that started at college and continue for years as one of the best parts of their Northwood education. On rare occasions, a friendship takes an unexpected leap, like it did for alumni Lisa Segletes (Schluckebier) ('92) and Matt Frame ('92) in 2020 when their college friendship became a life-sustaining bond.



◀ Lisa Segletes ('92) and Matt Frame ('92) shared a heartfelt hug at the University of Michigan Hospital the day after their Kidney Paired Donation surgeries that changed their college friendship into a life-sustaining bond.

Segletes and Frame can't remember exactly when they met during their freshman year. Since they were both active in the University's Greek life (shout out to Delta Zeta and Sigma Phi Epsilon), it's likely they met at a Greek event. From then on, their 30-year friendship has seen many important events, like graduation, careers, weddings, and children's births, as well as the everyday moments of shared school events, kids' sports, and regular get-togethers.

"Even though Matt and my friendship continued after college, it grew stronger when I moved to Grosse Pointe where he lives. There's also a great group of Northwood alumni here. Everyone stays in contact and meets up regularly, including people who graduated in different years than Matt and me," said Segletes. "Matt's daughter and I are on the same sailing crew. I even introduced him to his wife Melissa, who is my good friend."

KIDNEY MATTERS

In 2015, Segletes got the difficult news that her polycystic kidney disease had worsened, making her eligible for a transplant. Frame was one of the first to step up and get tested to be a donor. Unfortunately, he wasn't a match. Segletes continued living her life as usual while she waited for a compatible donor.

"I had a positive attitude about it all and really wasn't stressed. Life will happen. I didn't want to miss out on any of the fun," said Segletes. "Since Matt wasn't a match for me, he and I discussed Kidney Paired Donation because he'd gone through the donor testing. But we decided to hold off since I was on the transplant waiting list."

Five years — and three donor matches that didn't pan out — later, Segletes' doctor called at the end of May last year with the news that her kidney function was at 4 percent and it was time to start dialysis. Her resilience floundered. Dialysis was a kidney disease milestone that she hoped she wouldn't reach.

"The news hit me hard. My usual optimism left and I felt horrible the rest of the day and overnight," remembered Segletes. "The next day, the phone rang again. This time it was the University of Michigan surgeon calling to tell me that they'd found a paired match for Matt and me. Our surgeries were scheduled for three weeks away. I couldn't believe it! It was incredible!"

TRANSPLANT WITH A TWIST

Through the Kidney Paired Donation (KPD) program, Segletes would get a kidney from — and Frame would donate a kidney to — an unknown transplant recipient/donor pair. Although Frame wouldn't be donating his kidney directly to Segletes, he would be blessing her with the chance to live.

"Even though I'd offered to donate my kidney, I didn't think it would actually happen. And then it happened so quickly," said Frame. "My biggest concern was that my lifestyle would be compromised in some way after the surgery. But, when it came down to it, it really was a no-brainer. If I could help Lisa, I was going to do it."

With the full support of his wife and daughters, Frame had surgery to remove his kidney at the University of Michigan Hospital on June 17, 2020, during the height of the pandemic. At the same time, a

stranger was undergoing the same surgery in another state. A grateful Segletes and another recipient would receive their gifts of life just a few hours (and two flights) later.

Donors won't miss a beat in their lives but recipients will gain everything.

"Throughout the KPD process, my needs and concerns were a top priority for the medical staff. I had some pain after the surgery, but it didn't last as long as I'd expected. And so far, I haven't noticed any changes to my life, except for a scar, a great story, and that I'll have my friend around for many years," said Frame.

Segletes, however, immediately felt a positive change after the kidney transplant. Her recovery hasn't always been smooth. But her upbeat attitude and positive outlook, along with her new kidney nicknamed "Maverick" (nod to the movie "Top Gun"), keeps her moving forward and enjoying her unique bond with Frame and his family.

"Most people don't realize that they can be kidney donors through KPD, giving more people access to transplantation. From experience, I can say donors won't miss a beat in their lives but recipients will gain everything," said Frame.

"We may joke about it, but it's true," laughed Segletes. "I gave Matt the love of his life and he gave me life."

Information about kidney donation and KPD is available at kidney.org.

National Champions!

Northwood Celebrates Esports Title, Hopes to Add More

If the names Rocket League, Overwatch, and League of Legends sound familiar, then you might already know that Northwood University has become one of the top collegiate Esports programs in the country.

If none of that rings any bells, then settle in and read the greatest success story in Northwood history.

◀ **Cody Elsen, Northwood Esports Coach**

THE FIRST TEAM

Here is the starting lineup for Northwood's national championship Rocket League team:

Alexander Chi

GAMER TAG: Buddy
HOMETOWN:
San Antonio, Texas

Carter Tschumper

GAMER TAG: Pirates
HOMETOWN:
Menominee, Wisconsin

Aaron Cadiz

GAMER TAG: Noxes
HOMETOWN:
Jersey City, New Jersey

SELFLESS

With one national championship in hand, a legitimate shot at a second title this spring, and global media exposure that is off the charts, Coach Cody Elsen and his Northwood Esports players have earned rock star status on campus.

Not convinced? Consider this: During the fall 2020 semester alone, Northwood Esports competitions recorded 2.1 million online views. The team's Maui Invitational tournament victory was broadcast live on ESPN-2.

"It has been a great year for us," Elsen said.

THE REAL DEAL

Esports is competitive video gaming, where teams of individuals, each at their own computer, control virtual characters in a simulated landscape. Some are realistic representations of real-world sports, others involve fantasy-world warfare, and some skirt the margins. Rocket League, for instance, is a virtual soccer game where teams of three players, each controlling a feature-rich automobile, use their bumpers, wheels or any part they can think of to knock the ball to each other and, eventually, into the goal. It might sound silly, but it's seriously competitive.

Northwood is the reigning Rocket League national champion. After finishing atop the Eastern Conference regular season standings, Northwood won the double-elimination national championship tournament Jan. 7, beating the University of Akron in the finals.

"Finally conquering Akron was the greatest part. They won the previous three national championships, and we've lost to

them so many times," Elsen said. "They were doing some new stuff they hadn't done before, but we adjusted our playing style, and then we kind of ran away with it at the end."

Like many national-caliber Esports programs, Northwood offers some scholarships and other support, and provides top-notch training and facilities. The team's high-tech competition arena, in the basement of Jordan Hall, was recently restored to its former glory after being severely damaged in last year's flood.

"Northwood and President MacDonald have been insanely supportive of the program, for sure," Elsen said. "You have to have support from the top. Kent MacDonald has been supportive, Justin Marshall has been supportive, Andy Cripe has been supportive. When they are so supportive, it leads to a whole new world of possibilities."

MAKING THE GRADE

Esports aligns naturally with Northwood's academic offerings in technology, such as computer science, cybersecurity, data analytics, and digital marketing. In the fall, Northwood became the first university in Michigan to offer a degree in Esports management, opening the door for students to take a leadership role in a multi-billion-dollar industry. Fielding an elite Esports program helps.

Rocket League, Overwatch, and League of Legends are the three most popular games in the collegiate Esports world, and Northwood's teams began the spring semester ranked No. 1 in the first two. A national Overwatch champion will be crowned in April, and expectations are high.

"We're widely considered to be a Top 3 program in North America," Elsen said with matter-of-fact modesty. "From a recruiting standpoint, we're one of the top schools that people want to play for."

Yes, collegiate Esports programs recruit players, and most offer scholarships and other inducements. Northwood's roster currently has 53 players, each competing in one of the nine different games for which the University fields a team. The National Association of Collegiate Esports governs competition similar to the way the NCAA governs college athletics, with more than 5,000 players from more than 170 member schools competing this year.

"The pandemic has made everything more difficult. A lot of high schools won't even let me in the building to meet with recruits. But it is what it is. Everybody's doing what we have to do," Elsen said. "I feel really bad for these students who won a national championship but didn't get the experience of traveling around the country and playing in big arenas."

During the pandemic, Esports teams have been forced to stay in their home locations and compete over the internet.

"In a normal year, we would be playing in huge stadiums packed with spectators and we'd be flying to Hawaii for the Maui Invitational," Elsen said. "The national championship is usually held in some place like Cardinal Stadium in Phoenix. In a normal year, we'd have all these experiences to talk about."

For now, they'll have to settle for being national champions.

Opening More Doors

Pohanka Scholarship Program Designed to Help Diversify the Automotive Retail Industry

One of America's oldest and most revered automotive retailing families has forged a partnership with Northwood University to expand opportunities for promising students seeking to be leaders in a forward-facing industry.

The Pohanka Automotive Group Scholarship is a generous multi-year commitment that is already assisting several students, and will add more recipients in the years ahead. In combination with internships and a smooth path to post-graduation recruitment, the Pohanka-Northwood partnership is a comprehensive effort to diversify the automotive retail talent pool and change the career trajectory of many students.

Madison Kolich is one of those students. She is an Automotive Marketing and Management student at Northwood who plans to

graduate with a Bachelor of Business Administration degree in spring 2022. Kolich was selected for a Pohanka scholarship this year, and she is extremely grateful.


"It helps tremendously," Kolich said, "It meant that I didn't have to take out private loans to cover the balance of my costs, which I was planning to do, and was kind of stressing out about."

Kolich grew up in Michigan's Upper Peninsula and earned an associate degree at Bay de Noc Community College. In choosing to move on to Northwood and study automotive marketing, she knew she would be entering an industry in which women and minorities have traditionally been underrepresented.

"I think at first it felt a little intimidating, but as I started to

look into it, I realized that being a woman can only help me, because they are looking for that in the industry," Kolich said. "I kind of followed in the footsteps of a woman I knew from Escanaba, Katie Demarse, who graduated from Northwood in 2020 and who had taken that path. She recommended the Northwood program to me, and said it's amazing. It made it seem that it is possible. I saw the scholarships she was able to get and the success she was able to achieve."

Providing similar inspiration to many more people is the primary driver of the scholarship program, which is supported by Pohanka Automotive Group, John J. Pohanka Family Foundation, Scott A. & Phyllis P. Crabtree Family Foundation, and March-Hodge Automotive Group. Seven Northwood students received scholarships this spring. In fall 2021, scholarships will be available



◀ **Madison Kolich ('22, Automotive Marketing and Management) received a Pohanka scholarship for the 20-21 academic year.**



▲ **Geoff Pohanka, chairman of the board, Pohanka Automotive Group**

Remembering John J. Pohanka

to 17 additional students in Northwood's full-time B.B.A. and four-year B.B.A./M.B.A. programs. More information is available through Northwood's Financial Aid Office.

"It's a great need in this nation, in the auto industry, to diversify our workforce," said Geoff Pohanka, chairman of the board of Pohanka Automotive Group, which sells nine brands through 18 dealerships in Maryland, Virginia, and Texas. In total, the company employs more than 1,600 people. "We're really excited that a good portion of our Northwood scholarship funds are earmarked towards minority populations. We think that by accessing qualified candidates from Northwood, we will help the cause, our efforts to increase the diversity of our workforce, which is so much needed, on a national scale."

- continued



▲ **Jamal Edmonds,**
general manager,
Pohanka Honda of
Chantilly in Chantilly,
Virginia



▲ **Scott Crabtree,**
president, Pohanka
Automotive Group

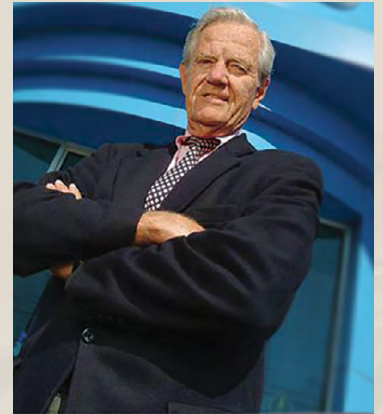
In 2020, the Pohanka Automotive Group marked with sadness and a profound sense of reflection the passing of longtime leader and mentor John J. Pohanka.

Son of company founder Frank Pohanka, John took over the business, which at the time consisted of one dealership, in 1958. Since then, John and his son Geoff Pohanka, along with partner Scott Crabtree, have grown

Pohanka Oldsmobile into the Pohanka Automotive Group, which today is comprised of 18 dealerships in Maryland, Virginia, and Texas, employing a staff of over 1,600.

A graduate of Princeton University, John has been honored in his career as the Time Magazine Dealer of the Year. In addition, he was the recipient of the Automotive Hall of Fame Distinguished Service Citation and received special recognition by the Washington National Opera, of which he was a long-time leader and supporter, at a special event honoring him at the John F. Kennedy Center for the Performing Arts.

John was a staunch proponent of professional training for dealership personnel. In the mid-1970s he founded the National Institute for Automotive Service Excellence (ASE), which in turn established Technicians Education Certification that set the industry benchmark for high-quality auto repair for consumers. Shortly thereafter, John marshaled the development of the National Automotive Technicians Education Foundation (NATEF), which since then has evaluated and certified curricula for automotive technician training and education industry-wide.



▲ **John J. Pohanka died in 2020 after leading the family company through decades of robust expansion.**

Opening More Doors - continued

And some of that top talent might just end up building a successful career at Pohanka, like Jamal Edmonds has. Edmonds is general manager for Pohanka Honda of Chantilly in Chantilly, Virginia, and he credits his Northwood education for helping him be a leader within a quality organization.

“My experience at Northwood gave me a leg up on my peers, with relevant courses, real-world experiences, and teaching me to think outside the box, and challenge the status quo,” Edmonds said.

As a person of color, Edmonds also appreciates the fact that the Pohanka Scholarship is intended to encourage entry into automotive retailing by people who might not otherwise find their way to that path.

“Minorities don’t always have the same opportunities as everyone else. There are over 18,000 new car dealers in the U.S., and only 1,100 are minority-owned,” Edmonds said. “I’m excited, and proud, to know that Pohanka will invest ... to level that playing field, and open up more doors for everyone,

especially minorities, in the auto industry.”

The blossoming relationship between Pohanka and Northwood is expected to pay dividends to many people in many ways. Pohanka was a featured presenter at a Northwood job fair this spring, unveiling a new Northwood-focused video while offering summer internships to underclassmen and looking for potential full-time hires down the road. The company has also expressed an openness for Northwood alumni to join their ranks. And, of course, any dealership is delighted to build sales and service relationships with a group as widespread as Northwood alumni.

“It is truly an honor to partner with a great automotive retailer like the Pohanka Automotive Group,” said Elgie Bright, Northwood associate professor and chair of the Automotive Marketing and Management Department. “From Frank Pohanka’s automotive journey to the leadership the organization shows in today’s business conditions, this is an inspiring dealership group.”

Frank Pohanka, a native New Yorker who raced horses for a living before recognizing the opportunity presented by horseless carriages, opened the family’s first auto dealership in 1919. His son John took the reins in 1958 and John’s son Geoff now serves as chairman of the board.

“Pohanka Automotive and Northwood both have a long history and legacy of automotive excellence, treating customers with care, treating customers as family, and providing an experience that is unrivaled,” said Justin Marshall, Northwood’s vice president for Advancement & Business Development. “Very early in our history, our founders decided that automotive was an underserved academic pursuit, and that there was a great need for development of the industry. This scholarship program speaks to Northwood’s long relationship with the automotive retail industry, and the important role that Northwood has played in the development of the auto retail network across the country.”



▲ **Elgie Bright, associate professor and chair of the Automotive Marketing and Management Department, Northwood University**



▲ **Justin Marshall, vice president for Advancement and Business Development, Northwood University**



◀ **Use your smart phone camera to scan the QR code and watch Pohanka Automotive Group’s new video about their partnership with Northwood.**

Northwood Knows STEM

Several New Programs Designed To Meet the Demands of Today's Economy — and Tomorrow's

A deep understanding of what works in the real world is guiding Northwood University as it expands its offerings in STEM (science, technology, engineering, and mathematics) fields.

Headlining the list is Northwood's new Doctor of Business Administration (DBA) degree, a technology-rich program that has two active cohorts underway with plans to award the first degrees in 2023. Among the University's other STEM-focused program areas are Cybersecurity, Data Analytics, Digital Marketing, Management Information Systems, Esports Management, and Operations and Supply Chain Management, with a new Bachelor of Business Administration in Computer Science program set to launch in the fall of 2021.

"At Northwood, we take a holistic approach to STEM education, and that's a real differentiator for our students," said Academic Vice President and Provost Kristin Stehouwer. "To complement the technical content, our students have a grounding in business essentials through our Business Core curriculum. Consistent with our mission, we are educating business leaders, not just technicians. For example, all graduates have developed competencies in ethics, finance, accounting, and strategy.

"In many respects, developing holistic business leaders is part of the Northwood brand promise. With those holistic skills, our graduates can evolve as the technologies evolve, and they can evolve over their careers," she said.

STEM has been a focus of the education industry for several years, as the modern economy increasingly needs workers with skills in those areas. The federal government's Bureau of Labor Statistics (BLS) projects that STEM jobs will increase 8 percent from 2019 to 2029, a growth rate more than double that of non-STEM jobs. The 2019 median annual wage of a STEM worker was \$86,980, compared to \$38,160 for non-STEM jobs, BLS reports.

"Today's employers are having difficulty filling positions related to technical skills, such as analytics, cybersecurity, and computer programming, just to name a few," Stehouwer said. "Our STEM programs are natural adjacencies and complement our business education portfolio."

And that's no coincidence. All Northwood programs benefit from a unique advisory council system, through which curriculum planners work hand-in-hand with business leaders to determine what employers need and how to prepare students for success.

"Today, technology isn't separate, it's embedded into almost every career," said Northwood Academic Dean Patricia Timm. "Our advisory councils, which we convene for every major, continually share information about their respective industries' technology needs, which allows us to incorporate the skills into our programs. For example, we are incorporating analytics into all of our majors, because we know analytics has become a baseline skill for nearly every profession."

That understanding is also behind Northwood's newest graduate degree, the Master of Science in Business Analytics (MSBA). This 24-month program, available online, equips students with the skills to lead by gathering, analyzing, and acting on critical quantifiable information.

"Our expansion of STEM programs at the graduate level is based on demand," said Lisa Fairbairn, Northwood assistant vice president and dean of the DeVos Graduate School. "For example, our DBA program responds to unmet demand for a combination of interpersonal leadership competencies combined with technical skills. A testament to the demand is that we launched the DBA in the fall of 2020 and had such a big waiting list that we added an additional DBA cohort this January."

Plenty of additional details, as well as links to get started on a degree program, are available online at northwood.edu/stem.



Waves of Recovery

Flood Recovery Brings Long-Term Improvements

↑ BEFORE

↑ AFTER

Little of the destruction that washed through Northwood's Midland campus in May 2020 is still visible today. Of the 20 billion gallons of water that flooded Midland County, more than enough muddy sludge made its way to Northwood to cause millions of dollars of damage.

Structures that took a direct hit were the Fisher running track, Riepma Arena, Hach Student Life Center, weight room, locker rooms, training facilities, Strosacker Library, and Jordan Hall. Once the flood waters receded last May, Northwood's first order of business was to make the campus ready for students to arrive in September.

"Our goal was to make sure our faculty and students had what they needed for a healthy and safe academic year," said Dave Bender, Northwood's director of Asset Management. "With the help of emergency restoration companies, we focused on cleaning and sanitizing everything, as well as tearing out and replacing ruined furnishings and building materials."

Northwood welcomed students back for the same amazing education they expected, but in a slightly different environment. The double burden of ongoing flood restoration efforts and safety requirements for the COVID-19 virus called for resiliency and adaptation. While most classrooms and dorms, recreation and sports facilities, technology and connectivity services were available, the campus wasn't fully recovered.

"I give our faculty, students, and staff a lot of credit for making academics and athletics work even with the limited space and fewer activities available. Helping students stay healthy and providing a true-to-philosophy Northwood education were extremely important to everyone," said Bender.

Over last summer, the University completed a successful clean-up operation. This coming summer, after months of detailed planning, future-focused projects will be in full force on campus.

▼Flood recovery efforts on the Midland campus after the May 2020 flood have campus looking brand new.



Full Recovery Planning With FEMA

Northwood is looking beyond flood cleanup by focusing on engineered improvements throughout campus. Although heartbreaking on many levels, the flood damage created an opportunity to better protect campus buildings and facilities against future flooding, while equipping them with efficient and up-to-date technology.

Northwood, like many other public and private organizations in Midland County, is working closely with FEMA (Federal Emergency Management Agency) to advance clean-up efforts. FEMA requirements are extensive because of the agency's desire to create a plan that is fair, competitive, and economical.

"There's definitely a lot of preliminary work involved. With the help of the experts from FEMA and CSRS, our consulting firm, we are moving forward. The FEMA process isn't always easy, but we think it's efficient and positive. We are creating a thorough recovery plan that will use our funding — private and public — in the most effective ways possible," said Bender.

Northwood's restoration efforts will be designed to ensure that the Midland campus can weather future disasters through

Spring Beautification Project

Thanks to a successful fundraising campaign, Northwood will begin construction on a campus beautification effort this spring. The project includes:

Outdoor four-seasons space, the first part of a multi-phase project to revamp the mall walk

Multi-use social hub for staff, students, and the community to network and create business opportunities. The hub will be located along the mall walk near Jordan Hall, Strosacker Library, and Griswold Communications Center

Engineered landscaping solutions to prevent year-round groundwater intrusion problems, as well as protect against flooding events

– continued

Waves of Recovery – continued



Recovery Works

Northwood's Midland campus will be buzzing with flood recovery activity this summer and throughout the 2021-2022 academic year. Plans call for improvements across campus, including renovating and refreshing:

Strosacker Library's upper and lower levels from the extensive flood damage

Jordan Hall's lower level where Northwood's new Esports facility is located

Griswold Communications Center's lower level so that it is purpose-designed

Miner Hall's lower level, converting the former office area to a more student-focused center

improved drainage, intentional landscaping, effective water pumping, updated equipment, and purpose-designed spaces.

"Considering all the damage we experienced, I think we are doing very well. We are on track to complete many of the remediation efforts this summer," said Bender.

Northwood's Summer "Vacation"

As soon as classes end in May, Bender and his team will get right to work putting the University's recovery plan into action. By this fall, nearly all the improvements will be finished, and the full plan will be completed by the close of the 2021-2022 academic year.

"Campus will look fantastic and, more importantly, the facilities will be better equipped to handle future flooding events," said Bender. "When alumni come to the auto show this fall, they will appreciate the improvements they can see — like the beautification project near the library and the new Fisher Track — as well as the significant, but mostly unseen, remediation of our buildings and equipment."

Family Album

Access to Northwood University alumni information, and usage of it, should be conducted in an ethical and lawful manner. Use of alumni contact information for personal gain, commercial use, or solicitation is strictly prohibited.

1970s

Michael Spitler, '76, B.B.A., Management, Social Science, and Accounting. Michael retired from First Midwest Bank where he was the executive vice president and chief operating officer. Michael is married to Marie, and they have two children, Sarah and Jennifer, and two grandchildren, Emrie and Jarrett. Michael and Marie live in Fort Myers, Fla. mcspitler8@gmail.com

Brian Belford, '76, B.B.A., Management, Social Science, and Accounting. Brian retired from Mercedes Benz USA, LLC, where he worked in National Dealer Development. Brian lives in Pearland, Texas. brianmathew@live.com

Robert Mailloux, '77, B.B.A., Management. Robert retired from Fiat Chrysler Automobiles - Mopar Division, where he was a regional area manager. Robert and his wife, Linda, have three children, Jason, Matt, and Sara, and three grandchildren, Mackenzie, Peyton, and Emma. Robert and Linda live in Peachtree City, Ga. RPM8189@aol.com

Michael Myhera, '79, B.B.A., Management. Michael retired from what was formerly DHS HQ via CSRA/General Dynamics IT, where he worked as a principal systems engineer. He lives in Chapin, S.C. mgymyhera@gmail.com

1980s

Bryan Klugh, '81, A.A., Automotive Aftermarket Management. Bryan is the founder/owner of SmartCo Services, LLC. Bryan is married to Debbie. They have two children, Hunter and Chase. Bryan's family lives in Osprey, Fla. bryan@klugh.net

Perry Schweitzer, '84, B.B.A., Management, Economics, and Social Science. Perry is a mailpiece design analyst for the United States Postal Service. He lives in Lansing, Mich. gilson261@comcast.net

Kimberly Williams (Currence), '84, A.A., Executive Secretarial. Kimberly is a branch office administrator for Edward Jones. She is married to Ronald and has two children, Joshua and Justine. She lives in Apex, N.C. kimberlyawilliams64@gmail.com

Kevin Gursin, '85, B.B.A., Marketing/Management and Social Science. Kevin retired from Ford Motor Credit Company, where he worked as a bankruptcy specialist. He lives in Lake Orion, Mich. kgursin1@aol.com

James DeWitt, '85, B.B.A., Management and Social Science. James is the owner of DeWitt Financial Services, where he helps people grow their assets without the risk of loss. He lives in Livonia, Mich. jdewitt0526@gmail.com

Simon Cousineau, '87, A.A., Automotive Marketing/Truck. Simon is a teacher at North River School Services Centre. He lives in Mirabel, Quebec. simon.cousineau@videotron.ca

1990s

David Coy, '90, B.B.A., Management, Language Arts, and Social Science. David also holds an A.A. in Hotel and Restaurant Management from Northwood, and an A.A. in Business Administration from Delta College. He is a groundskeeper for Oakland University. David and his wife, Rachel S., have two daughters, Rebekah and Rachel R. They live in Troy, Mich. thetroycoys@yahoo.com

Lisa Benedict (Childs), '92, B.B.A., Management. Lisa is the lead for Color & Trim Performance Vehicles at General Motors and the president of Detroit Colour Council. Lisa is married to Gavin. She has four children, Jordan, Kevin, Jillian, and Bryan. Lisa's family lives in West Bloomfield, Mich. detroit.colour.council.president@gmail.com

Leo Racicot, '95, B.B.A., Management and Automotive Marketing. Leo is the general manager for Racicot Chrysler. He is married to Lisa. They live in Leamington, Ontario. leo@racicotchrysler.com

Family Album - continued

Jason Hall, '97, B.B.A., Marketing/Management, Language Arts, and Social Science. Jason is a field sales executive for ZyBooks. Jason and his wife, Melisa, have two children, Ryan and Courtney. They live in Oxford, Mich.

jason_j_hall@hotmail.com

2000s

Telina Johnson (Jones), '00, B.B.A., Management. Telina is a project manager at Phoenix, LLC. She lives in Garland, Texas.

telinajohnson40@gmail.com

Robert Macomber, '01, B.B.A., Management, Social Science, and Language Arts. Robert is the chief deputy clerk/register for Kent County. He is married to Jennifer and has two children, Bennett and Chase. Robert lives in Lansing, Mich.

rob@macombergroup.com

Heather Daughenbaugh (Blissett), '01, B.B.A., Management, Social Science, Language Arts, and Foreign Language. Heather is a vice president and senior loan manager for Loan Servicing/Operations for TCF Bank. She is married to Chad. They have one child, Brianna. Their family lives in Midland, Mich.

hdoc1979@gmail.com

Nicole Evanson (Nielsen), '02, B.B.A., Management, Automotive Marketing, Language Arts, and Social Science. Nicole is married to Kevin, and they have two children, Elin and Rowan. Nicole's family lives in Lake Orion, Mich.

nicolenielsen@hotmail.com

Kimberly Nelson, '02, B.B.A., Accounting. Kimberly is an accounts payable specialist at Jensen Baird Gardner & Henry. She is married to Ron, and they have one child, Violet. Kimberly's family lives in Old Orchard Beach, Maine.

kimberlyyannnelson@gmail.com

Vanessa Walker, '02, B.B.A., Verbatim Systems Management. Vanessa is the registrar at Tarrant County College. She lives in Venus, Texas.

bnessa22@yahoo.com

Eric Killough, '04, B.B.A., Management. Eric is the director of Pratt Public Library and is a Kansas State Board of Education licensed emergency substitute teacher. Eric is married to Tammy. They have two children, Sonja and Angela. Eric's family lives in Pratt, Kan.

ericcottkillough@yahoo.com

Evan Malowinski, '06, B.B.A., Accounting. Evan works in information security at Munson Healthcare. He is married to Audrey. They live in Freeland, Mich.

emalowinski@hotmail.com

Laura Raupp, '06, B.B.A., Management. Laura is a technical author at MSX International. She lives in St. Clair Shores, Mich.

viperlady007@yahoo.com

Lori Pomaville, '08, B.B.A., Management. Lori is a regional procurement leader at Dow Chemical. She lives in Linwood, Mich.

lpomaville@dow.com

Logan Wilke, '09, B.B.A., Marketing/Management/Advertising and Language Arts. Logan is the director of sales, National Accounts for Stir Foods, LLC. He is married to Michelle. They have three children, Brookelyn, Scarlett, and Josselyn.

2010s

David Goeman, '11, B.B.A., Management. David is the manager of Technical Operations for Delta Airlines. He lives in Howell, Mich.

goemand@northwood.edu

Jennifer Morden (Smith), '13, B.B.A., Management. Jennifer is the events project manager for Michigan Realtors. She lives in Lansing, Mich.

jennifer.a.morden@gmail.com

Kristen Curths (McCormick), '13, B.B.A., Management. Kristen is the owner of Ms. Beehive Organics. She is married to Austin, and they have one child, Liam. Kristen's family lives in Grand Rapids, Mich.

kristencurths@icloud.com

Heather Lindsey, '13, B.B.A., Management. Heather is the inventory coordinator for Meijer. She has two children, Mykel and Carrena. Her family lives in Holt, Mich.

heatherlindsey06@gmail.com

Kayla White, '17, B.B.A., Marketing. Kayla is the operations supervisor - Field Team for Kelly Services. She lives in Memphis, Mich.

whitekayla09@gmail.com

Alyssa Holt, '17, B.B.A., Operations & Supply Chain Management and Management. Alyssa is a planner at Luminex. She lives in Auburn, Wash.

alyssa.holt13@gmail.com

Audrey Moses, '17, B.B.A., Automotive Marketing & Management. Audrey is a customer performance manager at Oplagic. She lives in Utica, Mich.
audmoses95@gmail.com

Trevor Tierney, '17, B.B.A., Management. Trevor is the business development representative for General RV. He lives in Milford, Mich.
tierntrev16@gmail.com

Courtney McGuire (Bourbina), '18, M.B.A., Management. Courtney is a product manager at Dana Incorporated. She lives in Sterling Heights, Mich.
clbourbi@svsu.edu

Sylvester Wiltshier, '18, B.B.A., Management. Sylvester is a machinist programmer at Halliburton Technology Center. Sylvester is married to Kateri. The couple lives in Fort Worth, Texas.
swith@msn.com

Octavio Hernandez, '18, M.B.A., Management. Octavio is the North America lead - senior talent acquisition specialist at IQVIA. He lives in Cary, N.C.
hernande1772@northwood.edu

Tanika Williams (Phillips), '18, M.S., Organizational Leadership, and '13, M.B.A., Management. Tanika is the executive assistant to the controller for the County of Saginaw. She lives in Saginaw, Mich.
tanikacw13@gmail.com

Jason McBurney, '19, B.B.A., Entertainment Sports & Promotion Management. Jason is a sales manager at Kemper Life. He is married to Nickole, and they have one child, Ryker. They live in Toledo, Ohio.
jam535@yahoo.com

Northwood University Rescheduled Events

September 30, 2021
Outstanding Alumni Awards
Midland, MI

October 1, 2021
Northwood Auto Show Gala
Midland, MI

October 1-2, 2021
Northwood Auto Show and Homecoming Weekend

October 22-23, 2021
Distinguished Women Awards
The H Hotel, Midland, MI

Save the Date!

April 22-23, 2022
Outstanding Business Leader Awards
Detroit, MI

For more information please contact alumni@northwood.edu

*Subject to change depending on pandemic state restrictions

Faculty Briefs

Oluremi Abayomi, Ph.D., assistant professor of Mathematics and program lead for Data Analytics, completed his Ph.D. program in Statistics and Analytics at Central Michigan University in May 2020. His completed dissertation titled “Framework for Generating Statistical Models with an Application” developed a model based on the Kumaraswamy-Dagum distribution to isolate statistically significant factors in survey data that explains the physical health of paid professional caregivers in a Canadian province. Abayomi considers it a great opportunity to serve the leaders of tomorrow as a member of the Northwood faculty, stating “I am inspired by the support of management and colleagues at Northwood

University in helping our students find their true north. The Northwood Idea is a unique idea that speaks volumes about our freedom to choose. This includes the choice to intentionally rise above new challenges, while relentlessly pursuing that edge that sets you apart from the crowd and unleashes your full potential for professional excellence with exactitude.”

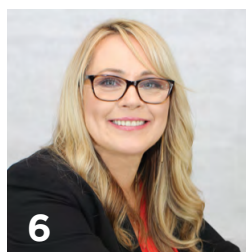
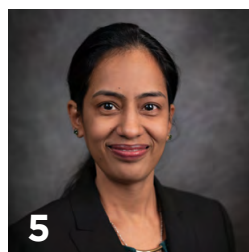
Leeza Bacon, Ph.D., received the Outstanding Dissertation Award from the Office of Graduate Studies at Central Michigan University for her dissertation entitled, “Opioid Epidemic: CNN and Fox News YouTube Viewers’ Stories, Claims, and Solutions.” She also presented a poster entitled, “YouTube Viewers’ Comments on the Opioid Epidemic Offer Solutions to Help

Chronic Pain Patients,” at the 16th World Congress on Public Health held virtually in October 2020. In addition, Bacon presented virtually at the 7th European Conference on Social Media and was published in the conference proceedings, ISBN-13 978-1912764631.

Alisha M. Beckrow, Ph.D., assistant professor of Marketing became the Marketing Department chair in the fall of 2020. She is excited to work with faculty and staff as well as alumni to maintain a strong program that develops future leaders of the marketing industry. She taught marketing, marketing communication, and innovation courses for Northwood as an adjunct before becoming a full-time faculty member in 2019.

Michael L. Burkhardt, CPCU (Chartered Property Casualty Underwriter), was named faculty lead and program quality leader of the Insurance Risk Management (IRM) Program. Burkhardt has established new program outcomes and aligned the IRM courses and textbooks to provide students the opportunity to attain prestigious insurance industry designations. Another core expectation for students in the IRM program under Burkhardt’s leadership is their participation in multiple insurance industry internships. Burkhardt is a current Ph.D. student in the Business Administration program with a Marketing concentration at Trident University International where his dissertation analyzes insurance policyholder retention.

- 1 | Oluremi Abayomi
- 2 | Leeza Bacon
- 3 | Alisha M. Beckrow
- 4 | Michael L. Burkhardt
- 5 | Sivasankari Gopalakrishnan
- 6 | Jennifer Patten
- 7 | Anastasia Romanchuk



Sivasankari Gopalakrishnan, Ph.D., currently serves as the assistant professor of Fashion Marketing and Management. Her expertise includes textiles, fashion marketing, and consumer behavior. Her research focuses on sustainable forms of fashion consumption. In November 2020, Gopalakrishnan presented her paper titled "Development of Conceptual Model to Measure Determinants of Second-hand Luxury Shopping" at the International Textile and Apparel Association Conference.

The findings of the study offer insights for luxury fashion businesses to develop marketing strategies and communicate sustainability initiatives.

Jennifer Patten, Northwood University alumna, was appointed as the full-time director of Automotive Technologies for the Automotive Marketing and Management program. During the recent pandemic and 500-year flood that impacted Midland, Mich., Patten decided the best investment she could make was to support the development of the next

generation of leaders in the automotive industry. She exudes high energy, is an excellent instructor, and an automotive technology subject matter expert, making her nickname of "Jenergy" a natural fit. Patten has had a well-rounded career working for vendors, running a dealership for Garber Automotive Group, and building and owning a multimillion-dollar online automotive marketing business.

Anastasia Romanchuk, department chair, Language Arts, and associate professor, recently graduated with

an M.A. in English from Southern New Hampshire University. Her thesis, titled "Threads of Control: Clothing, Ceremony and Women in Margaret Atwood's *The Handmaid's Tale* and *The Testaments*," is founded on French feminist theory, post-structuralism, and Marxist feminist theory. In addition to this recent degree, Romanchuk holds an M.A. in Education from Central Michigan University and B.A. in English from McMaster University.

ATTENTION ALUMNI!

Did you know that your children can receive a \$4,000* scholarship through the Northwood Alumni Legacy fund? In addition to the Alumni Legacy Scholarship, Northwood awards over \$1 million every year in scholarship funds.

Visit www.northwood.edu/alumni for more information on how to qualify and apply for the Alumni Legacy Scholarship.

*ELIGIBILITY REQUIREMENTS AND AWARD AMOUNTS ARE SUBJECT TO CHANGE.
*\$4,000 SCHOLARSHIP VALUE IS OVER FOUR YEARS OR EIGHT SEMESTERS.



ALUMNI LEGACY SCHOLARSHIP



NORTHWOOD UNIVERSITY

4000 Whiting Drive
Midland, MI 48640

Save the Date!

September 30, 2021 | Outstanding Alumni Awards — Midland, MI

October 1, 2021 | Northwood Auto Show Gala — Midland, MI

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October 22-23, 2021 | Distinguished Women Awards — The H Hotel, Midland, MI

April 22-23, 2022 | Outstanding Business Leader Awards — Detroit, MI

For more information on these events and others, please contact the alumni office at alumni@northwood.edu or 800-622-1007.