

The Entrepreneur

Volume 29 Issue 8
February 16, 2009

A Northwood University Student Publication



Leadership Dinner Honors Student Leaders

A dinner honoring student leaders recently took place at the NADA.

Students were chosen to attend this dinner by faculty and staff. Each student received a copy of the recommendation letter from the person who nominated them.

The evening began with a welcome by President Pretty and Teresa Sullivan. David Homrich gave the convocation and Dan Waskiewicz introduced the keynote speaker, Ryan Penneau of LifeSkills Leadership. Provost Long closed the evening with thoughts about how proud Northwood University is of these students and how he is confident our students can positively influence society.

The following students were honored at the leadership dinner: **Esteban Lopez, Graham Reay, Kris Westman, Mylise Hext, Alex Maki, Matt Jenkins, Chris Weisman, Joe Cauley, Kyle Heppner, Danielle Hodges, Jonathan Hartsfield, Will Free-land, Chris LaBrecque, Kelly McCracken, Sydney Swetich, Garrett Boursaw, Danny Gibson, Jacob Spence, David Homrich, Bryce Rucker, Mike Wietecha, David Gardiner, Tiffany Killian, Kofi Opoku, Taylor Verdon, Megan Starnes, Laura Wierenga, Holly Jacobs, Jeonnay Sullivan, Ata**



Continued on page 8

Issue Highlights

Intern Highlight - 3; Volunteer - 3, 4, 5 & 6; Student Appreciation Days - 6; Career Expo - 7; Leadership Dinner - 8; Advice from a Trainer - 9; Sports Highlights - 10; Culture - 11; DECA Competition Results - 12

Student Publications Information

The Entrepreneur Editorial Policy

The Entrepreneur is a student publication committed to serving the students, faculty and administration of Northwood University. Individual authors express their own views and do not necessarily speak for the Staff.

The Entrepreneur is published four times per term with the exception of holiday, examination and mini-session periods and inter-term breaks.

The Entrepreneur proudly promotes The Northwood Idea, freedom of the press and ethical journalism practices.

Names signed to letters intended to be published will be withheld upon the author's request. The Staff will publish no anonymous correspondence and encourage you to express your opinions. We appreciate the time you take to do so.

To submit an article, email entrepreneur@northwood.edu. Send text as a Word file and graphics separately. Submitting materials does not guarantee their appearance in The Entrepreneur.

For information about advertising please email entrepreneur@northwood.edu.

The Newspaper Staff

Editor-in-Chief

Garrett Boursaw
boursawg@northwood.edu

Advisor

Alisha Beckrow
beckrow@northwood.edu

Managing Editor

Laura Wierenga
wierenga651@northwood.edu

Founder

Andre Arbelaez

Layout Editor

Jacqueline Leapheart
leaphear1@northwood.edu

Staff Writers

Laura Adams
Danielle Culberson
Graham Reay

Copy Editor

Claire Glover
gloverc@northwood.edu

Advertising Manager

Contact Garrett Boursaw for information on applying

Campus News Editor

Contact Garrett Boursaw for information on applying

Entrepreneur Information

entpreneur@northwood.edu

Student Life Editor

Contact Garrett Boursaw for information on applying

Sports Editor

Contact Garrett Boursaw for information on applying

Culture Editor

Danielle Culberson
culberso@northwood.edu

The Yearbook Staff

Editor-in-Chief

Garrett Boursaw
boursawg@northwood.edu

Advisor

Alisha Beckrow
beckrow@northwood.edu

Managing Editor

Laura Wierenga
wierenga651@northwood.edu

Staff Writers

Danielle Culberson
Christine Kulp
McKenzie Rowley

Athletics Editor

Katie Anema
anemak@northwood.edu

Yearbook Information

miyearbook@northwood.edu

People Editor

Erin Clare
claree@northwood.edu

Student Life Editor

Karley Cox
coxk@northwood.edu

Organizations Editor

Contact Garrett Boursaw for information on applying

Business Manager

Jeff Bass
bassj@northwood.edu

Intern Highlight

Garrett Boursaw recently sat down with Jeff Bass about his summer internship.



Garrett Boursaw

Boursaw: What was your job and its duties?

Bass: I was a sales specialist for Laurel Audi, Jaguar, Land Rover, Volvo. My job responsibilities were to meet and greet customers, assist them with any questions or concerns regarding all product lines including new and used, provide premier customer service, and try to sell the benefits and features of the product all while informing them why our dealership is different than the rest including our service department, amenities etc. I was also responsible for attending weekly sales meetings and invited to attend monthly

management meetings to discuss budgeting and forecasting, current month's status, and current issues.



Jeff Bass

Boursaw: How was your experience at the dealership?

Bass: I had a great experience for it was my first time selling cars. I got along great with most of my co-workers, and learned how to work with a variety of people. I was the youngest sales employee by probably ten years at least and I ended being the #2 overall sales associate for the summer. Management was very helpful answering any questions, comments, or concerns I had regarding the store and the processes and procedures they had implemented.

Boursaw: Describe what your Northwood education did for you in the real world.

Bass: I realized how truly valuable a Northwood Automotive education really is. Not only did I feel my education was justified, I felt there were several areas of the dealership that my expertise could be put to use in order to reduce expenses and become a more effective overall store.

If you know of an intern we should feature please email entrepreneur@northwood.edu today.

Volunteers Needed for Spring Carnival

The Freeland PTO Spring Carnival is looking for volunteers on March 21st.

The carnival is from 1:00 - 3:00 but we ask that volunteers be there at 11:00 am and stay until 4:00 pm.

All volunteers are provided with lunch and a t-shirt.

To volunteer or for more information, contact Shannon, shannon@princing.com

Volunteer

United Way Volunteer Center of Midland County

Contact Us @ 631-7660 or find us online www.unitedwaymidland.org

MENTORS: Teaming Up With YOUth...Moving On is a school based mentoring program where a middle school student is matched one-to-one with a volunteer in a group setting. Mentors meet with their student for one hour, one day each week (during regular school hours). Volunteers assist youth by motivating them intellectually as well as socially by participating in activities which are planned and supervised by Big Brothers Big Sisters staff.

REALITY STORE: Man a booth at a Reality Store event. Eighth Grade Students will move from booth to booth like participating in a "game of life." At each booth, youth will find out how much housing, transportation, food, etc. will cost. Volunteer will help youth make decisions and deduct expenses from a check register. Held at Midland County Middle Schools during the school year.

BUTTERFLIES IN BLOOM: Festival volunteers needed to act as: Weekend Barn Hosts; Assist children with crafts and keep the craft tables stocked. Weekend Conservatory Butterfly Care Givers; Tend the emergence case, release butterflies, feed the butterflies, keep the humidity level high in the Conservatory and welcome visitors. Weekday Butterfly Guides. Training on MARCH 8 Lead tours to see the butterflies for area school children. Tours are designed to be fun, educational and easy to lead. Chrysalis Pinning Assistants; Help unpack shipments of chrysalis, pin through the silk and place chrysalis in the emergence case. No experience is necessary.

LET'S PLAY CARDS! Senior living sites are looking for teens and/or adults to play cards with residents! Minimum age is 15 unless accompanied by an adult. Schedules are flexible. Make a new friend and polish you card game! No marked cards, please!

NOW RECORDING: Urgent Need! More volunteers needed by a local agency that provides recorded matter for the visually impaired is searching for volunteers to assist in their recording library. Help sort, duplicate and mail recorded music tapes. Also help with mailing informational brochures to clients. Volunteers must have good organizational skills, good computer skills and enjoy working with other people. Min. age: 16 - Adult.

BINGO! Every Saturday night, a local family center, hosts BINGO! Volunteers are needed for many positions including calling, jar ticket sales and floor workers. Volunteers interested in calling should be comfortable speaking in front of a large group. Jar ticket sales and floor workers will walk around bingo hall doing sales and call backs.

CHECKING VOICE MAIL: A few individuals are needed to check the SOS voicemail box. This can be done from your home. Then, if the volunteer can answer the caller's question, return the caller's voicemail. Instructions are written out for the individuals who take this job.

Bay Area Social Intervention Services BASIS

FREE and CONFIDENTIAL
HIV/AIDS TESTING

Wednesday --- March 11th
and
Wednesday --- March 25th
1:30pm --- 3:00pm
In the Health Center

Stop in the Health Center to schedule an appointment
Walk-In appointments as time allows
Questions: Call 837-4268

MCHS Volunteer Opportunities

Feb 16, 9am – 4pm HOMESCHOOL DAYS (Pelts to Pioneers)

Learn about the history of fur trade and local Native American history and use that to assist in leading activities and tours for homeschool students.

Feb 17, 7:30–9:30pm HERITAGE SERIES PROGRAM

Hospitality Volunteer needed to serve cookies / punch / coffee

Feb 28, 12-6PM GIRL SCOUT CADETTE PROGRAM

Learn about and help teach women's history.
Lead projects including crochet and basic weaving.
Assist in preparing a historic snack.
Assist with group activities.

Various Dates/Time TOUR GUIDE

Guides are needed for School and Adult Group Tours (Times Vary)

Flexible Times CARPENTERS

Various Carpentry Projects (We provide the tools & material)

**Contact Tammie Swinson @ MCHS for more Information
631-5930 x 1302 or swinson@mcfta.org**

Student Appreciation Days!

Come Study at the Library & TLRC

February 22, 23 and 24th (during Final Exams)

FREE FOOD!!

Coffee all day!!

Snacks!!

Fruit!!

Light meal provided 9:00pm - 12:00am

OPEN HOURS

Sun 2/22

Library: 12pm-12am, TLRC: 12pm-12am

Mon 2/23

Library: 8am-12am, TLRC: 7am-12am

Tue 2/24

Library: 1am-12am, TLRC: 1am-12am

Student Appreciation Days are brought to you by NU Michigan Administration and Sodexo.

Volunteer Opportunities

Be a Middle School Mentor with Big Brothers Big Sisters

Tuesdays from 12:30 - 1:30 pm.

Now until the end of the term.

Six people needed to build a relationship with a 'little'.

Contact Paula Ulmer, ulmer@northwood.edu, for more information.

Fish Fry Set-up

Approximately four students are needed to assist the American Legion with their Fish Fry events. Each Friday between February 27 and April 10, students would help with set up at 1:00pm. This should only take an hour each week. Volunteer for the dates you are available. The American Legion is located at 5111 Hedgewood. For more information or to volunteer, please call Deb at 989 513-0766.



NORTHWOOD UNIVERSITY
2009 SPRING CAREER EXPO

Thursday, April 2, 2009

11:00 A.M. - 3:00 P.M.

**Hach Student Life Center
Midland, Michigan**

Business Professional Dress is Required



Leadership Dinner Honors Student Leaders

Continued from page 1

Rammuny, Julia Oswald, Ashley Colando, Brandon Strong, Baher Faik, Steve McCollom, Tommy Paulsen, Antoine Carr, Micheal Gillmore and Liljana Gotschall.

The leadership dinner is an annual winter term event.



Advice from a Trainer: Technology Is Ruining Your Workouts



By Graham Reay, A.C.E Certified Personal Trainer

Sure technology is great, especially cell phones. I know if I have to go a day without my cell phone I feel almost naked. The television is also a revolutionary invention but there is a time and a place for cell phone usage and a time and place for watching television, and those times are not while you are exercising.

Two major problems I have noticed recently in several different exercise facilities is the lack of interest in exercise and a fall into the drone zone by people exercising. It seems that many people are going to the gym so they can say “yeah I went to the gym today,” basically using it as a way to justify any bad food choices they want to make or a night of drinking. The gym has become a social haven for everything but fitness. I have watched many people get on a piece of cardio equipment and just go into a trance as they stare at the television for half an hour. They set their machine to a comfortable pace, completely neglecting the reason they are on the machine, which is to push themselves to new fitness levels.

Then there are the people that use the gym not to exercise but to get their gossip for the day. One of the best tips I can give is turn your cell phone off when you start exercising. They are distracting you from your purpose. I’m sure the gossip about Jane Doe’s new boyfriend or Johnny’s new girlfriend can wait until you have completed your rigorous hour long workout. Every time you stop to send a text message or answer the phone your heart rate is falling and therefore your workout is becoming compromised. Stay focused in the gym and you will really start to see your hard work paying off.

The solution is to try something new. Try setting goals for each workout such as running three miles in thirty minutes or completing so many pushups in under a minute. Try anything that will help put the focus back on exercise while in the gym. A great type of training for anyone is called interval training. This involves sprinting for anywhere between 30 seconds to a minute and then walking for anywhere from one to two minutes and repeating. Interval training is one of the best ways to promote fat loss and overall fitness. You can also go online and find out more about interval training and its benefits if you are interested.

Sure technology is a good thing, but don’t let it ruin your workouts. If you have any questions about any of the information in this article please feel free to e-mail me at GVR021@hotmail.com.

Sports Highlights

Soccer Teams Earn Academic Recognition

The Northwood University men's and women's soccer teams have both earned recognition for their work in the classroom following the 2008 season.

For the men's team, junior midfielder **Ross Aitchison** was named Second Team Scholar All-American by the National Soccer Coaches Association of America. **Aitchison** also was named to the Scholar All-North/Central region team.

On the women's side, **Elizabeth Fockler** garnered Honorable Mention All-Central team honors from the NSCAA.

Aitchison ranked third on the team in scoring last season, netting five goals. He earned First Team All-GLIAC honors as a junior a year after being placed on the Second Team All-GLIAC team as a sophomore. For his career, Aitchison has scored 23 goals while appearing in 50 career matches. He is a Business Management major with a 3.34 overall GPA.

Fockler has not missed a game in her three-year career, having started all 52 matches for Northwood. She has scored nine goals and dished out 11 assists for 29 career points. Fockler is a Business Management major with a 3.32 overall GPA.

Women's Basketball Defeats Saginaw Valley State 67-45

The Northwood University women's basketball team posted its fifth straight victory Saturday evening (February 7), defeating Saginaw Valley State 67-45.

Northwood is now 17-4 overall, 12-4 in the GLIAC. SVSU falls to 2-19 overall, 1-15 in the GLIAC.

The Timberwolves' five-game winning streak is the longest for Northwood since the 1990-91 season, when NU registered a 10-game run.

SVSU scored the first three points of the game, but Northwood followed with five straight points to take a lead they would not give up the rest of the game. NU would lead by as many as 14 before settling for a 31-19 lead at the break. The Timberwolves earned the lead despite shooting 31.4 percent for the half (11-35).

Saginaw Valley State got no closer than 13 in the second half and trailed by as many as 25. The key to the second half proved to be the foul line, as Northwood shot 27 free throws in the second half alone.

Jodi Ostergren led the way for Northwood finishing with a career-high 31 points. She went 10-16 from the floor and 11-16 from the foul line. She also added a game-high 12 rebounds for her seventh career double-double.



Photo courtesy of www.gonorthwood.com

WE'LL SEE YOU AFTER CLASS!



MONDAY & THURSDAY
60¢ Boneless Wings!

TUESDAY | FREE Wing Tuesday!
Buy any menu denomination of Traditional Wings, get the same menu denomination FREE!
Dine-In or Carryout!
*Limited time offer. See below for details.

EVERYDAY
Late Night Drink Specials!
10 p.m. – Close
Buffalo Wild Wings promotes responsible drinking.

6728 Eastman Ave.
MIDLAND
989.633.9464
buffalowildwings.com



YOU HAVE TO BE HERE™

*Pricing based on regular menu pricing at time of purchase. Pricing subject to change without notice. Some restrictions apply. See manager for details. Price does not include Celery, Ranch, or Bleu Cheese dressing, but items are available for an additional charge. Valid at participating locations.

MATRIX:MIDLAND Cinema

Frozen River

Friday, Feb. 27 & Saturday, Feb. 28 –7 p.m. & Sunday, Mar. 1 – 3 p.m.

Filmed in sub-zero weather in upstate New York, writer/director Courtney Hunt's award-winning debut feature is set in a real-life smuggling zone on a Native American reservation between New York State and Quebec, where the lure of fast money presents a daily challenge to single moms who would otherwise be making minimum wage. Grand Jury Prize winner at the 2008 Sundance Film Festival. www.frozenriverthemovie.com. In English and French. USA, 2008. Rated R.

I've Loved You So Long

Friday, Mar. 27 & Saturday, Mar. 28 –7 p.m. & Sunday, Mar. 29 – 3 p.m.

A beautiful and touching French feature from novelist-turned director Philippe Claudel about two sisters reunited after 15 years apart. When Juliette comes to Léa's home and family in Alsace-Lorraine, they are virtual strangers, but gradually secrets unfold. The sisters develop a relationship and Juliette tries to repair her shattered sense of self. An extraordinary journey of reconciliation, humor and hope. www.sonyclassics.com/ivelovedyousolong. In French with English subtitles. France, 2008. Rated PG-13

Happy Go Lucky

Saturday, Apr. 4 –7 p.m. & Sunday, Apr. 5 – 3 p.m. (no Friday showing)

Just how hard is it to be happy? In this effervescent new comedy from writer/director Mike Leigh, we meet Poppy, an irrepressibly free-spirited school teacher who brings an infectious laugh and an unsinkable sense of optimism to every situation she encounters, offering us a touching, truthful and deeply life-affirming exploration of one of the most mysterious and often the most elusive of all human qualities: Happiness. www.happygoluckythemovie.com English. U.K., 2008. Rated R.

Admission is \$6 at the door or in advance at MCFTA Ticket Office (989) 631-8250. Films will be shown at Grace A. Dow Memorial Library Auditorium, 1710 W. St. Andrews Road.

The Life and Times of Harriet Tubman by Miz Rosie

The Midland County Historical Society presents "The Life & Times of Harriet Tubman" by Miz Rosie on February 17 at 7:30 p.m. This Heritage Series Program features Rosie Chapman bringing her dynamic portrayal of African-American abolitionist and Union spy Harriet Tubman to the Whitman Room of the Doan History Center, 3417 W. Main St., Midland. Few women have had as great an impact on history as Harriet Tubman. Miz Rosie will portray, in costume, the life and times of Harriet Tubman. Her one-woman show will delve into her courageous role as a conductor for the Underground Railroad delivering slaves from 1849-1863. Admission is \$5 per person; free to MCHS members. Please contact the Ticket Office at (989) 631-8250 or (800) 523-7649, the MCHS at (989) 631-5930 extension 1310, or visit us on the web at www.mcfta.org.

DECA Students Win at Competition

By Cedric Brown

Northwood University's DECA students recently competed at the Delta Epsilon Chi/DECA State Career and Development Conference in Lansing, February 6 through 8.

Individuals who were finalists and 1st, 2nd and 3rd place winners in the competition will be eligible to attend the International Career and Development Conference to be held from April 22-25 in Anaheim, CA.

Winners and participants in the competition in Lansing include: **Jeff Baldwin**, Hospitality, finalist and Internet Marketing, second place; **Holly Jacobs** and **Ashley Ladach**, Advertising Campaign, third place; **Elizabeth Skogstrom** and **Sara Niezgoda**, Advertising Campaign, first place; **Tim Sampson**, Travel and Tourism, third place and Sales Management Meeting, first place; **Matt Allison**, Sales Representative, first place; **William Freeland**, Financial Services, first place; **Richard Griffin**, Human Resource Management, finalist; **Eric Kajder**, Financial Services, finalist; **Ashley Ladach**, Executive Job Interview, finalist and Restaurant & Food Service, finalist; **Holly Jacobs**, Executive Job Interview, first place and Retail Management, finalist; **Michael Vasicek**, Marketing Management, finalist; **Mary Losey**, Restaurant & Food Service, finalist; and **Katie Thoenes**, Fashion Merchandising & Marketing, finalist. Elmer Tofteland, associate professor of accounting, is the advisor to the group.



The mission of DECA is to enhance the co-curricular education of students with interest in marketing, management and entrepreneurship. DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership and practice community service. DECA is committed to the advocacy of marketing education and the growth of business and education partnerships.

Delta Epsilon Chi is an international organization for college students preparing for a variety of career areas. Its local chapters and state/provincial/territorial associations are a division of DECA Inc. Delta Epsilon Chi is currently active throughout the U.S., its territories and Canada.

A Cut Above Introduces Dorothy Orange

She has 24 years experience with relaxers, haircuts, shampoo and style, semi and permanent color, hair extensions, hair infusion and more.

She is available Wednesdays starting at noon and Saturdays starting at 9:00 am.

Call 989 835-5481 or 989 928-7778 for an appointment.