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A periodical from Northwood University's CAMS Research Institute

Center for Automotive and Mobility Studies (CAMS)

In 1959, two young educators in Alma, Michigan were concerned that the great engine of American progress resided not only in the scientific laboratory (as the space race with the Soviet Union was driving most of the focus of American education) but also and perhaps primarily, in the productivity of private enterprise and its ability to be flexible and generate invention and innovation. Their dream was to create a college to educate the managers of our future. Thus began Northwood University.

During the 1960's our unique automotive marketing program was created. Over the years thousands of students have graduated from the diverse degree programs offered within the Automotive Retail and Automotive Aftermarket programs. As the Northwood automotive programs have evolved over the decades, another exciting change is happening, the creation of the Center for Automotive and Mobility Studies (CAMS). CAMS will combine the Automotive Retail and Automotive Aftermarket programs under a single umbrella.

CAMS TEAM



Dr. Matt Bennett,
Vice President,
Strategic Alliances,
Center for Automotive
& Mobility Studies



Lindsey Orange,
Executive Assistant,
Strategic Alliances,
Center for Automotive
& Mobility Studies



Elgie Bright,
Associate Professor
and Department Chair,
Automotive Marketing/
Management



Dr. Dave Oventhal,
Subaru of New
England Professor of
Automotive Strategy,
Director CAMS
Research Institute



Dr. Thomas Litzinger,
Executive Director,
University of the
Aftermarket



James O'Dell,
Assistant Director,
Aftermarket Education

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Northwood & Stephens Inc. Automotive Forum
A Mergers & Acquisitions and Auto-Related Investments Forum

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CAMS cont.

CAMS will bring together academic studies, experiential learning, and research activities to empower students, industry professionals, and communities to drive positive change in the automotive and mobility sectors. In addition, CAMS will be at the forefront of technological advancement, education and training, and economic growth. CAMS will include, but not limited to the following:

- Automotive Marketing and Management program, offering two-year and four-year degrees
- Automotive Aftermarket Management program, offering two-year and four-year degrees
- University of the Aftermarket (U of A), offering extensive non-degree education, professional training, and certifications
- Professional and continuing Education
- Executive Education, including master's degrees focused on the automotive industry
- Northwood University International Auto Show
- Northwood University Aftermarket Club

CAMS will offer education and degree options for powersports, recreation vehicles, and other mobility sectors. Other new offerings will include:

- CAMS Research Institute
- CAMS Advisory Board, composed of industry leaders
- Executive in Residence

CAMS' mission is to become the preeminent institution for automotive and mobility education and thought leadership throughout the world. Join us as we embark on this exciting journey.

CAMS TEAM cont.



Steven Gorham,
Assistant Professor,
Automotive Marketing and
Management/Accounting



Mike Sullivan,
Executive Director of
Strategic Alliances, Graduate
Admissions and Online (ADP)
Admissions



James Croan,
Director of Corporate
Enrollment



CAMS NEWS

It was a busy and eventful spring and summer for Northwood University's Automotive Retail and Automotive Aftermarket programs.

APRIL: Northwood hosted the inaugural Northwood-Stephens Automotive Forum, Mergers & Acquisitions and Auto-Related Investments Forum. Over two days, approximately 75 attendees participated in presentations and fireside chats. The successful forum empowered attendees with the information and knowledge to successfully navigate a changing automotive landscape.

JUNE: Two generous donations of \$5 million were provided by Dr. Alan Jay Wildstein, founder, president, and CEO of the Alan Jay Automotive Network and Reynolds and Reynolds Company. The combined \$10 million gifts will help fund the construction of the new building that will replace the current N.A.D.A. Hotel and Conference Center and house portions of a new Center for Automotive & Mobility Studies (CAMS).

The University of the Aftermarket hosted an executive development series in Hamburg, Germany. Through the INFUSION series, participants improved their strategic visioning

through a variety of hands-on learning activities.

The Full Tank Automotive Camp brought 40 students to the Northwood campus. In its 2nd year, the camp allowed high-school students the opportunity to experience the automotive industry first-hand, and build their networks with other automotive students, faculty, and industry-experts.

JULY: Dr. Dave Oventhal was selected as Northwood's first-ever Subaru of New England Professor of Automotive Strategy. Through a generous gift from distributor Subaru of New England, Dr. Oventhal will teach, conduct research, and engage in industry outreach to expand the university's cutting-edge automotive and mobility programming. Dr. Oventhal will also oversee the newly formed CAMS Research Institute.

AUGUST: The University of the Aftermarket Fall Leadership 2.0, Tactical Leadership Development Series took place on Northwood's campus. Over 50 industry leaders and a host of speakers attended. Multiple panel and roundtable discussions took place during the successful week.

THE ROAD AHEAD: CAMS SCHEDULE AND EVENTS

- **AWDA Conference, Nov. 3-7, Las Vegas, NV**
- **AAPEX, Nov. 5-7, Las Vegas, NV**
- **SEMA, Nov. 5-8, Las Vegas, NV**
- **Detroit Auto Show, Jan. 10-20, Detroit, MI**
- **Heavy-Duty Aftermarket Week, Jan 20-23, Grapevine, TX**
- **NADA Conference, Jan. 23-26, New Orleans, LA**





NORTHWOOD UNIVERSITY

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FEEDBACK?

Tell us what you think, what you need, and what you want to see from CAMS. Reach out to: camsresearch@northwood.edu

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