LAB 2015 Newsletter

LAB 2015 Begins: Day One
Teambuilding & Leadership!

LAB 2015: Day Two
Fundamentals of Business!

LAB 2015: Day Three
Marketing & Public Relations!

LAB 2015: Day Four
Entrepreneurship!

LAB 2015: Day Five
Management!

LAB 2015: Day Six
International Business & Award!
Day One – Sunday, June 21, 2015

Our first day of LAB Camp began at 9:30 a.m. with the campers moving into their dorm rooms. For most of the campers this would be their first time living in a college dorm room! Northwood University students and staff assisted the campers and their families with the move-in. At 11:00 a.m. the campers along with their families joined us in Sloan 114 for a thorough overview of the upcoming week. Campers were introduced to the primary camp leaders, Professor James Hop, and Professor Clifford Harris. Following the camp overview meeting everyone met in cafeteria for lunch. Parents said their goodbyes to their campers following lunch and LAB Camp officially began at 1:00 p.m.

The job of the staff and guest presenters this week is to bring the students to a new level of learning outcomes: Business Acumen, Critical Thinking and Personal Effectiveness.

At Northwood University we embrace the free-enterprise system and ethical business competition. The campers were divided into teams of 5 and given the ground rules for the weeklong business competition.

The campers end each day with fun activities the fabulous Hach recreation and sports facility.
Day Two – Monday, June 22, 2015

Hello and Happy Monday! Today Professor James Hop introduced the campers to the Business Model Canvas, an impressive and relevant business development tool that depicts all aspects of a business on one page. We presented this tool to them through a fun exercise...they chose a toy out of a grab bag and worked in teams to develop a business model for their toy. Additionally, they had to PRESENT this plan, the value proposition for this toy, who they would sell the toy to and HOW they would sell it. In the afternoon Professor Clifford Harris gave an inspiring presentation on the fundamentals of economics (Economics 101). Following Professor Harris’ presentation three professionals from the Great Lakes Loons Baseball organization arrived and gave the campers a wonderful view into the business operations of a professional baseball organization. The campers found the Loons presentation to be very interesting and asked a great number of questions!
Day Three – Tuesday, June 23, 2015

Today was Marketing & Public Relations day for our LAB students! The LAB Camp company teams were challenged with a difficult public relations scenario and were asked to hold a mock press conference in front of a media press corp. The students were required to wear formal business attire while presenting their side of the public relations scenario to a room full of students! The mock press corp. asked very difficult questions of the company leadership! The Learning to work, listen and speak under pressure is a special skill and our teams really rose to the occasion!

Dustin Neumeyer, co-founder of Aberro Creative, was kind enough to share his experience as both an entrepreneur and marketing professional. Dustin's presentation was excellent and provided the students with information related to highly effective marketing strategies.

At Northwood University we place a high value on ethical business practices. Today, Jacob Spence, youth mentor and entrepreneur spoke on the subject of ethics in business. Jacob did a great job mixing ethics education with practical application and just enough humor to make his presentation a great deal of fun.

Later in the day, Heather Bauman, CEO of Great Lakes Marketing of Michigan Inc., shared her entrepreneurial journey with the students, with a heavy focus on personal branding.
Day Four – Wednesday, June 24, 2015

Today our focus was on entrepreneurship. Caryn Shick and Katryn Shick of Incuba8 Labs held a fun and enlightening innovation workshop with our LAB students.

Today was also an important day in the simulation game the student team companies are playing. The company “factories” and “dealerships” are now operational and products are now being sold in the game. This is affecting stock price and students will be faced with making decisions about growth, investing in marketing, hiring employees or changing their product pricing. Additional lessons on reading financial statements have been facilitated through the day and evening sessions to help student companies understand production capacity and contending with that sometimes uncomfortable part of a financial statement: DEBT!
Day Five – Thursday, June 25, 2015

Management requires understanding, motivating and leading people. Today our students spent time in small groups developing company management plans and PRESENTING THEIR PLANS!

Chris Moultrup, Program Director, MidMichigan Innovation Center, paid a visit to our LAB Camp and provided our students a wealth of information related to business incubators, MidMichigan Innovation Center, and entrepreneurship in general.

In the late afternoon we loaded a bus and traveled to the home of the Great Lakes Loons professional baseball team – DOW Diamond. Upon arrival at DOW Diamond we were given a private tour of the facility. After the tour we stayed for the baseball game. The LAB Camp students had a great time! Two of our students got onto the baseball diamond for the purpose of competing in games between innings. The Loons baseball game was a great opportunity for the LAB Camp students to further strengthen the friendships that they had developed earlier in the week. In sum, the Loons game was a home run!
LAB 2015
Great Lakes Loons
What a day! A BIG THANK YOU to our fieldtrip sponsor EXALT Energy, Midland, Michigan! We experienced a phenomenal tour of this state of the art lithium ion battery manufacturing facility! EXALT is truly an international powerhouse on the cutting edge of technology. EXALT shared with our LAB students the innovative success story that is EXALT. The wonderful staff at EXALT also provided each of our LAB Camp students generous parting gifts that were very well liked by the students – thank you EXALT!

At 5:00 p.m. the winner of the weeklong business competition was announced and at 5:30 all of us, LAB Camp students, parents, volunteers, faculty and staff shared a wonderful dinner at the Northwood University NADA Center.
John Gustincic, Director of the Alden B. Dow Center for Creativity & Enterprise would like to thank the following groups and individuals for the valuable contribution to LAB Camp 2015:

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