



AT



CORPORATE PARTNERSHIP

FLYAWAY



TRIP 2024







## **Mike Disner**

Detroit Lions

*Chief Operating Officer*

Mike Disner enters his 18th season in the National Football League and his sixth with the Detroit Lions. In May 2022, he was named the organization's Chief Operating Officer after previously serving as Senior Vice President of Football and Business Administration. In his current role, Disner assumes responsibilities across both the football and business management, overseeing the team's football operations and football administration, as well as leading the Lions' strategy and revenue teams. Disner's leadership has helped establish a supportive and efficient working relationship between the football and business operations that has led to more creative opportunities to enhance the Lions brand.

Disner joined the Lions in 2019 with an extensive background in player contract negotiations and NFL salary cap regulations both at the club and League level. During his first two seasons with the club, he served as vice president of football administration and focused on matters pertaining to the club's salary cap management, player contract negotiations and compliance with the NFL Collective Bargaining Agreement. Disner also oversaw the club's analytics efforts and financial strategic planning as it relates to player acquisition and roster construction. In both 2020 and 2021, Disner was honored in The Athletic's "NFL 40 Under 40" list. Prior to joining Detroit, Disner spent six seasons (2013-18) with the Arizona Cardinals as director of football administration. During his time in Arizona, Disner served as the club's lead contract negotiator and a key member of the Cardinals leadership team overseeing the strategic planning and management of the team's salary cap.





## **Maggy Carlyle**

Detroit Lions

*Senior Vice President, Legal Affairs & General Counsel*

Maggy Carlyle is Senior Vice President, Legal Affairs & General Counsel with the Detroit Lions. In her role, Carlyle provides legal and strategic counsel across the organization.

Carlyle joined the Lions in 2023 after seven years with the Pac-12 Conference (2016-23) where she served in several roles, most recently as General Counsel and Senior Vice President of Business Affairs. At the Pac-12, Carlyle oversaw legal, sports integrity, security

and athlete health matters. She served as advisor and counsel to the commissioner, board of directors and conference executives on commercial transactions, government relations, litigation and strategic planning. Prior to the Pac-12, Carlyle held various legal and operational positions with the San Jose Sharks (2012-16), the San Francisco 49ers (2011-12), NFL Management Council (2010-11), the Kansas City Chiefs (2009-10), and Mizzou Athletics (2005-07, 2008-10).

Carlyle graduated from the University of Missouri with a Bachelor of Journalism degree, cum laude. Following undergrad, she taught special education and English at Broad Street High School in Shelby, Miss. She then returned to the University of Missouri to attend law school, receiving her Juris Doctor from the University of Missouri and a Visiting J.D. from the Benjamin N. Cardozo School of Law in New York.

Carlyle serves on the board of directors of the Sports Lawyers Association (SLA) and sits on the national commission of the Anti-defamation League (ADL). In 2022, Carlyle was recognized with a Forty Under 40 Award from the Sports Business Journal.





## Brian Facchini

Detroit Lions

*Chief Communications and Brand Officer*

Brian Facchini enters his fourth season with the Detroit Lions as Chief Communications and Brand Officer. In his current role, Facchini oversees all aspects of team communication, marketing, brand management, game presentation and community relations. He works closely with Principal Owner Sheila Hamp and President and CEO Rod Wood on communications and brand strategy for the Lions.

In 2024, Facchini led the launch of new Detroit Lions uniforms that feature home blue, road white and alternate black jersey combinations

that provide a modern-classic look to the Lions' on-field performance. Facchini also helped lead the organization's efforts surrounding the 2024 NFL Draft in Detroit. The event, which set an event attendance record with more than 775,000 people visiting the city over three days, was a collaborative effort across the team, city and county officials.

During the 2022-23 season the Detroit Lions communications team was the recipient of the Pete Rozelle Award. The award is given annually by the Professional Football Writers of America to the team communications staff that consistently strives for excellence in its dealings with the media.

Prior to joining the Lions, Facchini spent 10 years in various communications leadership roles at Nike Inc. During his time with the global sportswear giant, he led communications efforts across Nike Athletes and Sports Marketing, Nike Global Basketball, and the Jordan Brand. Facchini led strategic communications for the iconic Nike Sports Marketing organization, providing guidance to executives and key global athlete icons as the Senior Director, Global Athletes and Sports Marketing (2021-22). Prior to that he led global communications strategy for Nike Basketball (2016-2021), including the innovative launch of the Nike x NBA partnership and worked closely with key male and female Nike Basketball athletes to promote products and initiatives around the world.

Facchini joined the Jordan Brand in 2011 as Director of Global Communications where he created communications strategy and led all communications for the iconic brand. During a period of unprecedented growth for the brand, Facchini led initiatives around the 30th anniversary of the Air Jordan, global athlete tours and a rebirth of the Jordan Basketball business. He also led communications around Jordan Brand's initial ventures into college football and professional golf.

Facchini began his professional career in the NBA where he held key communications roles for the Oklahoma City Thunder, San Antonio Spurs, and the Portland Trailblazers. He was named Director of Basketball Communications for the Thunder in 2008 and helped the team establish a culture and brand that represented the unique and passionate fan base in Oklahoma. Facchini's team led communications efforts around three future NBA MVPs and both coach and executive of the year winners.

After starting his career as an intern with the Portland Trailblazers in 1997, he held escalating roles with the Blazers before joining the Spurs in 2003. Facchini served as a Basketball Communications Manager with San Antonio, a tenure that saw the team capture the NBA Championship in 2005.

Facchini oversees the Detroit Lions Foundation and currently sits on the board of CATCH Charity for Children, the foundation originally started by legendary Detroit Tigers manager Sparky Anderson.

A Portland, Ore. native, Facchini attended Washington State University and Portland State University with a focus on History. He and his wife Summer have two children, Grace and Lucas.





## Liz Laux

Detroit Lions

*Manager, Football Executive Operations*

Liz is in her fourth season with the Detroit Lions and second in the role of Manager, Football Executive Operations. In her position, she assists Executive Vice President and General Manager Brad Holmes and Chief Operating Officer Mike Disner with all executive initiatives and projects. Additionally, Liz helps support the player personnel department in player acquisition, daily scouting and football administration operations. She also assists the team in key NFL events throughout the year such as the NFL Combine, prospect

visits and the NFL Draft. Prior to joining Detroit's personnel staff, Liz worked for the Indianapolis Colts as a Communications Intern for the 2020 season. Before Indianapolis, she got her start with the Lions and the NFL in 2019 as a Football Communications Intern. Liz is a graduate of Hillsdale College, where she studied economics and worked for the football program for all four years. She currently resides in Birmingham, MI.



## Lindsay Verstegen

Detroit Lions

*Chief People and Diversity Officer*

Lindsay Verstegen is a people-centric leader who has a decade plus of experience energizing company cultures and their people to drive great experiences and products. She is Chief People & Diversity Officer for the Lions and moved to Detroit in the Fall of 2021 to be part of building what Detroit and America now know as the ""brand new Lions."" She was previously at ShopRunner (now a FedEx company) as Chief People Officer and, prior, at PayPal running all things talent for Braintree and Venmo. Her personal purpose is to shift the scales to create a world where all are welcome to live

and thrive. She lives in Grosse Pointe Park with her husband, Tony and her two boys: Vincent (8) and Nicholas (6). She also has two brother cats named Frankie and Studs. She loves to create community, bike, bake, dance and sing. She also loves her job and sometimes manages to dance and sing doing that job, too.





## **Mace Aluia**

Detroit Lions

*Vice President, Corporate Partnerships*

Mace Aluia enters his second season with the Detroit Lions as the Vice President of Corporate Partnerships in 2024. An experienced sports executive, Aluia has progressively grown over 25+ years in the sports industry, most recently leading the Corporate Partnerships team for AMB Sports & Entertainment. In that role Aluia led Corporate Partnership sales and activation efforts for the Atlanta Falcons, Atlanta United FC, and the Mercedes Benz Stadium. Prior to joining AMB, Aluia held leadership roles with the Buffalo Bills,

Seattle Seahawks, Tampa Bay Lightning, Portland Trail Blazers and Palace Sports and Entertainment. A Fraser, Mich. native, Aluia returns to southeast Michigan to lead the Lions partnership efforts during a period of significant growth.



## **Chris Zamzow**

Detroit Lions

*Sr. Director of Partnership Marketing and Solutions*

Chris Zamzow joined the Lions in January of this year as the Senior Director of Partnership Marketing & Solutions, and brings over 20 years of experience in the sports and entertainment space on both the agency and rightsholder sides of the sports business. A graduate of Rochester Adams High School and the University of Massachusetts, Chris and his wife Jennifer have two (2) boys - Brett (19) and Benjamin (16).



## **Scott Woodruff**

Detroit Lions

*Sr. Director of Corporate Partnerships*

Scott joined the Lions in September 2023. He is a 25-year veteran in the professional and collegiate sports space, having spent time with Northwestern University, the University of Michigan (through IMG), the Cleveland Cavaliers, Intersport and the Grand Rapids Griffins. He enjoys travel, fitness and chess.





## **Stephanie Gerrity**

Detroit Lions

*Executive Assistant to the SVP of Revenue*

Steph is in her 23rd season with the Detroit Lions. Before joining the Lions, she was with the Detroit Tigers for five seasons during the closing of Tiger Stadium and the opening of Comerica Park. She is responsible for supporting the SVP of Revenue, Chief Legal Officer, SVP & General Counsel and VP of Corporate Partnerships. She is also responsible for managing the merchandising for staff as well as client gifts and giveaways. Steph is from Michigan and enjoys spending time on her boat or up north on her family's centennial farm with her husband and daughter.



## **Laura Kacir**

Levy Restaurants

*Vice President of Hospitality and Strategy*

Laura is a seasoned hospitality professional with a passion for building relationships and driving growth. Growing up in a home that thrived on entertaining, she developed a natural talent and a deep-rooted love for creating and hosting memorable experiences. After attending the University of Colorado, Laura honed her skills in the hotel industry and private catering before taking on a pivotal role in the opening of Ford Field. Her expertise in group sales was instrumental in building and leading a high-performing team generating record-breaking revenue. In 2022, Laura embraced new challenges by transitioning to the VPHS position at Lions. Laura is married with 4 children and 2 of the best doggos on earth!





## **Chloe Laniado**

Detroit Lions

Corporate Partnership Sales Manager

Chloe is excited to be in her 4th season with the Lions, holding roles in Corporate Partnership Sales and Partnership Marketing. As a Corporate Partnerships Sales Manager, she is responsible for developing new business opportunities and renewing current partnership. She is a proud Florida State alum and previously spent time with the Tampa Bay Buccaneers and Tampa Bay Lightning. When not at Ford Field, Chloe is teaching fitness classes at the YMCA and striving to travel 30 countries before her 30th birthday.



## **Alex Slack**

Detroit Lions

*Partnership Marketing Manager*

Alex is excited to be in her 4th season with the Detroit Lions working as a Partnership Marketing Manager. After graduating from Michigan State University with a BS in Kinesiology she received her master's from Wayne State University in Sports Administration. Prior to joining the Lions, she spent 3 seasons working in college athletics managing partnerships for Fox Sports College Properties at Michigan State University. She is a Michigan native and enjoys spending her summers on the boat. She loves to cook and test out her food and drink recipes on her family and friends.





## **Richie Grimshaw**

Detroit Lions

*Partnership Marketing Manager*

Born and raised in the suburbs of Detroit, Richie is a lifelong Lions fan who has enjoyed working for his hometown team for the past 3 seasons. After graduating from University of Michigan (Go Blue!) with a BA in Sport Management he moved down to Columbus to work for the NHL's Columbus Blue Jackets. He spent 6 years in their Ticketing and Corporate Partnerships department before finding his way back home to Michigan. He currently lives in Royal Oak with his fiancé and their Goldendoodle, Charlie. In his free time he enjoys attending sporting events, binging a good series on Netflix, or spending time on the golf course or water with a cold beverage in his hand.



## **Ikechuku Ndukwe**

Detroit Lions

*Corporate Partnerships Sales Director*

Ikechuku Ndukwe enters his second season as a Corporate Partnerships Sales Director for the Detroit Lions. In his role, Ndukwe drives revenue growth and fosters new and exciting partnerships for the team. Ikechuku played 7 years in the NFL, retiring from the game in 2012. As a player, he earned Divisional Championships with the Ravens and Dolphins. He brings a unique blend of sports expertise and business acumen to drive success off the field. In his previous roles, he has championed significant revenue generation and new business strategies for clientele. He routinely engaged with brands and

developers to create new and exciting spaces, operating as a fiduciary on large scale, multi-year projects. He brings over a decade of sales, business development, project management and marketing experience. Ikechuku played his collegiate ball at Northwestern University, where he earned a Big Ten Championship as well as victories over both Michigan and Ohio State during his tenure. He is a proud husband and girl dad to two young legends.





## **Kayla Wulff**

Detroit Lions

*Partnership Marketing Manager*

Kayla is in her 2nd season with the Detroit Lions, after spending time at the NFL Players Association for 7 years and the Jacksonville Jaguars for one year. She's supported both NFL and Detroit Lions sponsors in licensing, strategy, and activation since graduating from Central Michigan University in 2016. She spends her personal time enjoying nature through backpacking and hiking, road-tripping to National Parks with her tiny camper and dog, and snowboarding around Michigan and Colorado.



## **Devin Hager**

Detroit Lions

*Partnership Marketing Coordinator*

Devin enters his second season with the Detroit Lions, after spending the previous three with the University of Kansas Athletics Marketing. In his role, he helps connect Lions sponsors to fans and businesses through their marketing strategy and activation efforts. A 2020 graduate of Eastern Michigan University, he spends his personal time watching sports, playing golf, and going on walks with his wife and dog.



## **Rachael Sledzinski**

Detroit Lions

*Partnership Marketing Manager*

Born and raised in the suburbs of Detroit, Rachael is a lifelong Lions fan. Rachael was born and raised in Michigan and has been with the Detroit Lions for over a year. She received her Bachelors degree from Oakland University, where she was a member of their dance team. She also was on the Detroit Pistons Dance Team during and after her time at Oakland. Rachael then received her Masters in Sport Management from Adrian College and went on to work for the Miami Dolphins in Inside Sales. She worked for the Detroit Pistons as a Partnership Activation Coordinator for 1.5 years before coming to

join the Detroit Lions Partnerships team. She loves spending time with her friends and family, going to sporting events, and binge-watching reality tv.





## **David Houck**

Detroit Lions

*Corporate Partnerships Sales Director*

David is in his 1st year with the Lions, after spending the previous 9 years with Learfield at the University of Tennessee and Princeton University. As a Corporate Partnership Sales Director, he is tasked with cultivating new business and stewarding existing partnerships. He is a proud graduate of George Mason University and an adopted fan of the Tennessee Vols. A native of Richmond, VA, David has enjoyed exploring his new home in Michigan with his wife Noel while trying to keep up with their precious, yet relentless 1-year-old daughter, Mila.



## **Taylor Takerian**

Detroit Lions

*Corporate Partnerships Associate*

Taylor joined the Detroit Lions as a Corporate Partnerships Associate in June of 2024. Prior to joining the Lions, she worked for the Minnesota Vikings on their Premium Experience team. Outside of work, she enjoys spending time with family and friends, fitness, the occasional shopping spree, and going for walks around Downtown Detroit.



# Welcome Corporate Partners!

AAA The Auto Club Group  
Acrisure  
Allied Sports  
Applied Innovation  
Avis Ford Inc.  
Blue Cross Blue Shield of Michigan  
Bodman PLC  
Botld  
Bullseye Event Group LLC  
Caesars Sportsbook  
Coppercraft Distillery  
Crest Ford  
Delta Air Lines  
E.W. Grobbel Sons, Inc.  
Eventellect  
FDAF  
Foguth Financial Group  
Henry Ford Health  
Lendr

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# Welcome Corporate Partners!

Lions Legends  
Lineage Logistics  
Little Caesars  
Meijer  
MGM Grand Detroit  
Pet Supplies Plus  
Primitiv Performance  
Rave Associates, Inc.  
Rocket Mortgage  
Savvy Sliders  
Strategic Staffing Solutions  
The Sam Bernstein Law Firm  
Ticketmaster  
Trace3  
UDIM  
University of Michigan Credit Union  
Western Michigan University  
Whisker  
WJBK/Fox2

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## Kenneth Mathies

The AAA Auto Club Group

Vice President, Chief Diversity Officer | Office of Diversity, Equity & Inclusion, Office of Sustainability, and Corporate Social Responsibility | AAA - The Auto Club Group

Kenneth Mathies currently serves as the Vice President and Chief Diversity Officer for The Auto Club Group - Automobile Association of America (AAA). Ken is a certified diversity professional and has over 35 years of leadership experience within information technology, integration, business management, marketing, legal operations, and corporate governance.



## Elliott Bundy

Acrisure

Elliott Bundy is the Chief Communications & Brand Officer at Acrisure, a global Fintech. A member of Acrisure's leadership team, Elliott has a central role in establishing the company's brand and executing across all aspects of Acrisure's growth - a remarkable 100x over the past decade.

Throughout his career, Elliott has been recognized for his innovative approaches to branding, content marketing, public relations and digital communications in insurance and financial services. Before joining Acrisure, he served as Chief

Communications and Marketing Officer at XL Group, a global insurance and reinsurance carrier, helping reestablish the company's brand and making it one of the highest performing stocks on the S&P 500 during his tenure.

Prior to his role at XL Group, Elliott worked at Sard Verbinen & Co., a financial communications firm, and CLS & Associates, a D.C.-based public affairs consultancy, advising various entities from foreign governments to corporations and non-profits.

Originally from Alaska, Elliott started his career in the offices and campaigns of the state's Congressional Delegation. His political work has taken him across the United States, contributing to campaigns from Washington State to Florida.

Outside of work, Elliott is passionate about child adoption and has served on the board of Adoption Share, a non-profit using technology and social networking to facilitate adoptions. He also serves on the Board of the Helen Devos Children's Hospital in his home of Grand Rapids, Michigan.

Elliott graduated from Columbia University with a degree in Political Science and Human Rights.





## Mark & Tiffany Douglas

Avis Ford Inc.

Mark is President of Avis Ford Inc, a nationally ranked Ford dealership in Metro Detroit. Mark is responsible for all of the day-to-day operations. Avis is a Top 100 performing dealership, currently ranked top 20 nationally, a 9-time President's Award winner, Ford's highest recognition for sales and customer service, and an 11-time Partner's in Quality award recipient.

Mark's career began with General Motors. Mark was employed there for 6 years as a Project Release Engineer where he designed and released interior electronic switches. Lastly, he handled

corporate release responsibilities for all vehicle line multi-function switches.

Mark received a BS in Electrical Engineering from Howard University (1990). He has an MBA from the University of Michigan, Ross School of Business (1998) in Ann Arbor with a concentration in Finance and Marketing; two areas that have been paramount in his success with Avis Ford.

A Detroit native, Mark is married to Tiffany, and they have two children Jaxson and Jamesyn. He is an avid golfer and sits on several boards: The Detroit Regional Chamber, The National Dealer Council Ford Motor Co., The Detroit Economic Club, The Ford Marketing Dealer Advisory Board, The Southeast Michigan Ford Dealer Association, The Ford Dealer Advertising Fund, The Detroit Zoological Society and The Fair Lane Board of the Henry Ford Estate. Past Board exp: The Henry Ford Hospital and Health Network (Past Chair), The Henry Ford Health System, The National Business League (Past Chair), The Detroit Golf Club (Past President) The Detroit Institute of Arts (Member) Ford Minority Dealer Association (Member). The Detroit Institute of Arts (Member), The National Association of Minority Auto Dealers. (Member).





## **Andy Hetzel**

Blue Cross Blue Shield of Michigan

Andrew Hetzel is vice president, corporate communications, at Blue Cross Blue Shield of Michigan. Now in his 18th year in the role, he leads advertising (including sports partnerships), public relations, social media, internal and external communications for BCBSM.



## **Jennifer Hartke-Hetzel**

Guest of Blue Cross Blue Shield of MI

Jennifer Hartke-Hetzel is an attorney and director of CALL, a division of Lakeshore Legal Aid. CALL attorneys serve legal aid programs and clients throughout the state of Michigan.





## **Chris Rambus**

Bodman PLC

Mr. Rambus is an attorney at Bodman PLC and is a member of the firm's High Net Worth Practice Group. He represents clients in connection with estate planning, the administration of complex trusts and estates, real estate transactions, business planning, and related wealth transfer, tax and succession planning matters. He holds a bachelor's degree from Amherst College and a J.D. from Wayne State University Law School. He is a Member of the Detroit Institute of Arts Founders Junior Council Board of Directors.



## **Kyle Yuille**

Guest of Bodman PLC

Ms. Yuille is a Director of Marketing Analytics at Jack Morton Worldwide, where she's worked leading the Cadillac account for nearly a decade. She is a proud alumna of the University of Michigan and a council member of Future Leaders a Hope, an auxiliary board for FOCUS Hope.





## Andrew Auwerda

Botld

Andrew Auwerda, a pioneer in the cosmetics and craft distilling industries, founded BOTLD, an innovative distilling platform that operates as a supplier, distributor, and retailer in 2021. Previously, he established Tony & Tina Cosmetics in 1997, a boutique line that grew into a multi-million dollar enterprise in 10 countries. The brand was sold for a significant return on investment. In 2005, Auwerda co-founded Philadelphia Distilling and developed Bluecoat American Dry Gin, a \$10 million brand distributed in 45 U.S. states and internationally. He later sold Bluecoat to an emerging spirits company, and in 2022, Philadelphia Distilling and Bluecoat were acquired by Heaven Hill, the largest independent, family-owned spirits producer in the U.S.



## Abby King

Guest of Botld

Divorce coaching is a flexible, goal-oriented process designed to support, motivate, and guide people going through divorce to help them make the best possible decisions for their future, based on their particular interests, needs, and concerns.

As a Certified Divorce Coach, Mediator and Co-Parenting expert, I guide those contemplating or dealing with a breakup and the rebuilding their lives and relationships. I've coached women, men, couples, and those in the LGBTQ+ community.





## Amanda Sowa

Caesars Sportsbook

Amanda currently serves as the Assistant Director of Sports Partnerships at Caesars Digital, focusing on partnerships with the major four sports leagues. Prior to Caesars Digital, Amanda worked at the National Football League activating brand partnerships with companies like PepsiCo and Nationwide. She started her career with the Tennessee Titans, where she worked on fan engagement and sponsor events. Originally from Nashville, TN, Amanda now lives in New York City and has a Bachelor of Science in Sports Administration from LSU.



## Matt Overway

Coppercraft Distillery

Matt Overway, Director of Distillery Operations at CraftCo. Brands in Holland, MI, joined CraftCo. in 2017 as a member of the production team at Coppercraft Distillery. Under the mentorship of renowned Master Blender Nancy Fraley, Matt played a key role in crafting Coppercraft's initial blends which continue to garner the industry's highest awards and consumer recognition.

As the business grew, Matt took on greater responsibilities, managing two tasting rooms and overseeing production operations across

CraftCo.'s entire portfolio, including national brands Jos. A. Magnus, Fox & Oden, and Flying Ace. Matt spearheaded the implementation of heritage production techniques across all of the CraftCo brands, notably the use of European cask finishes to elevate the brand's offerings and reinforce CraftCo's dedication to innovation.

In 2020, Matt led the in-house production of Thatcher's Organic Artisan Spirits, guiding the brand to achieve USDA organic certification, a rare feat in the spirits industry. He expanded Thatcher's product line with a focus on organic ingredients and distinctive flavor profiles. Matt also spearheaded the production and development of two new whiskey brands, Flying Ace and Fox & Oden whiskey brands, further enhancing CraftCo.'s diverse spirits portfolio.

Now, as Director of Distillery Operations, Matt is expanding CraftCo's production facilities to accommodate a growing range contract packing and private label clients, while continuing to pursue production innovation.

Born and raised along the shores of Lake Michigan, Matt resides in Holland, MI, with his wife and two dogs. In his free time, he enjoys traveling the world to experience different cultures, cuisines and music. A lifelong Detroit Lions fan, Matt spends his weekends cheering on his team and staying active in the West Michigan sports community.





## Carrie & David Way

Crest Ford

Carrie Way is the owner of Crest Ford in Center Line, Crest Ford Flat Rock and Crest Lincoln in Sterling Heights, Michigan. She has worked in automotive retail her entire career after graduating with a Psychology Degree from Rollins College in Winter Park, FL. Carrie works with her husband Dave who operates the two Ford locations.

Dave joined Crest after an 18 year career at Lear Corporation. He holds an MBA from the Michigan State Eli Broad College of Business and Cornell University. Together they enjoy their two very busy kids Annie (14) and Kenny (12) who attend Detroit Country Day School. Dave and Carrie love to watch their kids participate in football, soccer, lacrosse, field hockey and ski racing! They are all big fans of watching the Detroit Lions win!





## Quinnie Jenkins

Delta Air Lines

Quinnie Jenkins is a communications and aviation professional who serves as Director of US Sponsorships at Delta Air Lines where she leads the company's sponsorships portfolio, including all sports-related partnerships. Prior to taking this role, she led Delta's nonprofit giving strategy as well as the organization's volunteerism initiatives for its nearly 100,000 employees. She also serves as Vice President of The Delta Air Lines Foundation.

Prior to joining Delta, Quinnie spent 11 years on Southwest Airlines' Corporate & Social Responsibility team. There, she cultivated strategic nonprofit relationships, managing a robust portfolio of charitable and civic partnerships, and leading both the national relationships and employee engagement teams.

Before she made her way to Southwest Airlines, Quinnie worked in Public Relations and Community Engagement at AirTran Airways. During the early years of her career, she spent time working in communications, marketing and public relations in the healthcare and local news industries, respectively.

A native of New Orleans, LA., Quinnie graduated from Archbishop Chapelle High School in Metairie, LA. She holds a bachelor's degree in Broadcast Journalism from The University of Southern Mississippi. Quinnie's longtime commitment to the community has included service on the Board of Directors of the Georgia Chamber of Commerce and the Advisory Boards of both the Metro Atlanta Chamber of Commerce and Usher's New Look Foundation. She currently serves on the board of directors for the National Black College Alumni Hall of Fame and Compass Behavioral Health.

She has also given her time to numerous charitable organizations such as Covenant House, Trees Atlanta, Meals on Wheels, March of Dimes, Hands on Atlanta, Habitat for Humanity, American Cancer Society and the YWCA of Greater Atlanta.

Recognized for both her business and charitable contributions in the community, Quinnie was named a Woman who Means Business by the Atlanta Business Chronicle, a Bridge Builder by Atlanta Technical College, received the Business Leadership Award from Women of Distinction, was named a Woman of Excellence by Atlanta Daily World and was also recognized as one of Atlanta's 100 Black Women of Influence by the Atlanta Business League.





## Emmakate Young

Delta Air Lines

Emmakate Young is the Head of Brand Marketing for Delta Air Lines where she focuses on driving long-term brand strength through emotional and experiential connections with consumers and employees. She leads teams responsible for global brand strategy, advertising, creative development, social media, community engagement as well sponsorships, including Team USA / LA28. Emmakate brings 20 years of experience in marketing and advertising to her current role. During her time at Delta, she has played a key role in developing foundational brand strategy and integrated campaigns that push the brand forward. She led the

company's award-winning efforts at CES 2020 to help Delta transcend the category via tech innovation, as well as the enterprise-wide effort for the 2022 and 2024 Olympic/Paralympic Games, and a one-of-a-kind experience in the air and on the ground at Art Basel 2023.

Previously, Emmakate worked in Nairobi for the United Nations Environment Program leading global efforts to drive engagement and in New York City in advertising running accounts in many industries including financial services, retail, government and travel. She holds a degree in Broadcast Journalism from the University of Missouri. She has an insatiable curiosity, a fierce love of her family and friends, and enjoys cooking at home when she's not traveling the world.





## **Ryan Chapp**

E.W. Grobbel Sons, Inc.

Ryan Chapp is the Senior Vice President of Business Development at EW Grobbel, where he has played a pivotal role in the company's expansion for over 15 years. EW Grobbel is a family-owned food company, specializing in premium meats, headquartered and operating in Detroit since 1883. Over his tenure, Ryan has been instrumental in the expansion into multiple production facilities in Southeast Michigan, including locations in Taylor and St. Clair Shores. He has also driven several brand acquisitions, enabling the company to expand into new product categories and markets across the country. His leadership is defined by a team-first

mentality, with transparency, innovation, and clear communication at its core.

Before his professional career, Ryan played baseball at Wayne State University, later transferring to Central Michigan University. His competitive spirit and drive for excellence continue to influence his approach to business development and leadership.

Outside of work, Ryan enjoys spending time with his wife Brooke, whom he has known since the 7th grade, and their two children. The family spends their summers on Lake St. Clair, balancing relaxation with their involvement in their kids' sports activities.



## **Brooke Chapp**

Guest of E.W. Grobbel Sons, Inc.

Before becoming a stay-at-home mom, Brooke Chapp was a fashion merchandiser in the fine jewelry industry. She grew up in the business and still helps during the holidays at her family's store, Michael Agnello Jewelers in St. Clair Shores. Brooke studied musical theatre at Western Michigan University and spent several years as a professional singer, including regularly performing the national anthem for the Detroit Tigers in the mid-2000s.

Now, she devotes much of her time to volunteering at her children's school and chauffeuring her daughter to gymnastics and her son to baseball and soccer.





## Matt & Katie Demmer

FDAF

Matt Demmer is the General Manager for the Jack Demmer Automotive Group. Katie Demmer is the Risk Manager for Bosch North America. We reside in South Lyon with our dog Wilma. We're avid sports fans cheering on all Detroit sports, especially the Lions!



## Mike Foguth

Foguth Financial Group

Michael has become a premier national expert when it comes to retirement planning in today's economic times. Michael Foguth, and his firm Foguth Financial Group, are the Wealth Management Partner to University of Michigan Athletics and The Detroit Lions.

Michael has opened and operated 14 locations across the United States. Michael and his wife Brooke support the belief of the importance of strong family bonds with the six children they have together. Family is what drives Michael to continue his passion in the retirement planning industry. Michael, Brooke, and their family are members of the Brightmoor Christian Church in Novi, Michigan.





## Josh Collins

Henry Ford Health

With over 10 years of experience as an internal medicine physician, Josh is passionate about providing high-quality, personalized, and preventive health care to executives and leaders. As the Medical Director of Executive Health at Henry Ford Health, he oversees the delivery of comprehensive and customized health assessments and wellness plans for their clients, which include CEOs, CFOs, board members, and other senior executives from various industries and sectors. Josh also leads a team of multidisciplinary health professionals who collaborate to address the unique health needs and goals of their clients. Josh is committed to enhancing

the health and well-being of their clients, as well as their productivity and performance in their respective roles and organizations.

In addition to his role as the Medical Director of Executive Health, he is also a Senior Staff Physician at Henry Ford Health. Josh has extensive experience in academic medicine, having served as an Associate Program Director of the Internal Medicine Residency and a Clerkship Site Director of Internal Medicine at Henry Ford Health and Medical Director at the Kado Clinical Skills Center at Wayne State University School of Medicine. Josh is an active educator and mentor, teaching and supervising medical students and residents in various clinical settings.





## **Bob Riney**

### Henry Ford Health

It is safe to say there has never been a CEO of Henry Ford Health with more experience both within the organization and the community than Bob Riney. His 45 years of service at Henry Ford Health—coupled with having spent his entire life in Metro Detroit—make him the ideal leader as the storied organization continues to lead the region and nation in innovative, compassionate and transformative care. A proud graduate of Wayne State University, Bob joined Henry Ford Health in 1978 and has had the privilege to work in almost every business unit within the system. As a result of his rare career track, Bob has a deep understanding of health system operations and organizational culture, as well as its impact on operating performance. His relationship and negotiation skills combined with his ability to translate complex challenges into actionable solutions have been foundational assets in Henry Ford Health's success, partnerships and growth. Before becoming CEO in 2022, Bob held numerous Henry Ford Health leadership positions including: President, Healthcare Operations and Chief Operating Officer (2017 – 2022); Chief Operating Officer (2003-2022); Senior Vice President and Chief Administrative Officer (2002-2003); and Senior Vice President and Chief Human Resources Officer (2000-2002). Bob is a passionate contributor to the overall quality of the community as well as his profession, and he is often sought out for input on major strategic issues. His current board and community roles include: Trustee, Alfred I. duPont Charitable Trust; Board Member & Past Chair, Michigan Health & Hospital Association; Board Member, Detroit Zoological Society; Board Member, M1 Rail Transit Authority; Board Chair, The Parade Company; Board Member, Hudson-Webber Foundation; Board Member, Caymich Insurance Company; Board Member, Business Leaders for Michigan; Board Member, Downtown Detroit Partnership; Board Member, Detroit Regional Partnership; Board Member, The Detroit Economic Club (DEC); and Board Member, Motown Museum.





## **Samuel & Monica Herman**

Lendr

Samuel is the CEO of the Lendr App. Samuel is a 24-year-old Entrepreneur that owns and runs over 5 business between construction and software development. He was born and raised in Saline Michigan and has been a Lions fan for a long time.

Monica is the wife of Samuel Herman, born and raised also in Michigan. Monica is going to be a Mother of 2 and is a loving supporter of her husband.



## **Ed Gleich**

Little Caesars

Ed is a supporter of all things Detroit especially its sports and fabulous pizza! Ed's twelve-year career at Little Caesars includes experience as its Chief Marketing Officer, Chief Innovation & Strategy Officer and is currently its President.



## **Noah Gleich**

Guest of Little Caesars

Although Noah now lives in Nashville, he will forever follow his Detroit Lions!





## Don Sanderson

Meijer

Don Sanderson is the Chief Merchandising and Marketing Officer for Meijer, Inc., the Grand Rapids, Mich.-based retailer that operates more than 500 supercenters, neighborhood markets and Express locations throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin.

Under Don's leadership, Meijer launched numerous corporate initiatives, such as the expansion of the premier Frederik's by Meijer brand, which reflects the high standards and unique vision of its namesake, Fred Meijer, and revamped mPerks, the

retailer's digital coupon and rewards program, which now allows customers to earn points on every dollar spent, in a more engaging and personalized way. Don also helped lead the retailer's partnership with Flashfood, including the addition of SNAP benefits in Meijer stores, and the launch of Meijer Grocery, a new store format focused on providing a streamlined shopping experience for day-to-day needs in a smaller footprint.

Previously, Don served as Senior Vice President of Merchandising, Foods, Softlines, Procurement and Small Formats, leading all merchandising functions in those departments, including product selection and development, sourcing, pricing and presentation.

Prior to his employment at Meijer, Don spent 7 years at Target where he held a variety of positions within Merchandising, Merchandise Presentation and Negotiation. Don began his career in the automotive industry, where he worked as a buyer for both Honda of America and Ford Motor Company. Don Sanderson received his bachelor's degree in marketing from Michigan State University and earned his master's degree in business from The University of Notre Dame.





## Vik Srinivasan

Meijer

Vik Srinivasan is the Chief Administrative Officer for Meijer, Inc., the Grand Rapids, Mich.-based retailer that operates more than 500 supercenters, neighborhood markets and Express locations throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. Vik joined Meijer in 2013 and has more than 22 years of experience in engineering, supply chain and administrative leadership. Vik assumed the role of Chief Administrative Officer in August 2022, leading the retailer's Human Resources, Diversity & Inclusion, Government Affairs, Communications & Public Relations, Real Estate & Store Development, and Legal, Compliance & Sustainability business functions. Previously,

Vik served as the Senior Vice President of Properties & Real Estate, leading the retailer's property expansion and densification efforts. He also held the roles of Meijer Group Vice President of Distribution & Wholesale Operations, and Vice President of Supply Chain Strategy. Prior to joining Meijer, Vik held a variety of leadership positions in supply chain and operations at Dell Inc. Vik holds an MBA from the Kellogg School of Management at Northwestern University, a master's in engineering from Vanderbilt University, and a Bachelor of Science in Mechanical Engineering from the University of Michigan.



## Matt Buckley

MGM Grand Detroit

Matt oversees gaming and non-gaming operations of MGM Grand Detroit and MGM Northfield Park and Northfield Park racetrack in Ohio. With nearly thirty years of experience in hospitality and gaming, Matt previously worked in several hotel operations and marketing leadership positions in Boston, Reno, Las Vegas, and Detroit. Matt joined MGM Resorts in 2008 as the Vice President of Marketing in Detroit, MI. He oversaw all marketing channels for the property including advertising, direct marketing, digital marketing, public relations, casino marketing, and special events. Prior to gaming, Matt held the role of Director of Front Office Operations at the Margate Resort and was the Assistant Director of Front Office for Hilton Hotels in Boston, MA. As an avid golfer, Matt plays the majority of his rounds with his two sons, Michael (25) and Ryan (22). He gives all the credit for his success to his wife Tara - "I could not have achieved nearly as much as I have without the support of my wife. She's the stabilizing factor in our family and our home."





## **Emily Lange**

Pet Supplies Plus

Emily is a Social Marketing and Corporate Sponsorships Manager for Pet Supplies Plus & Wag N' Wash Pet Stores. Emily has been with company for 14 years. She's a proud dog mom to 5 dogs all rescued from local Detroit Rescues ranging from 3 months to 13 years old. Not only does she love watching her Lions and Wolverines, but she's also a super huge fan of Formula 1, specifically team McLaren. Some of her other passions include all things Harry Potter, sneaker collecting, traveling, and reading.

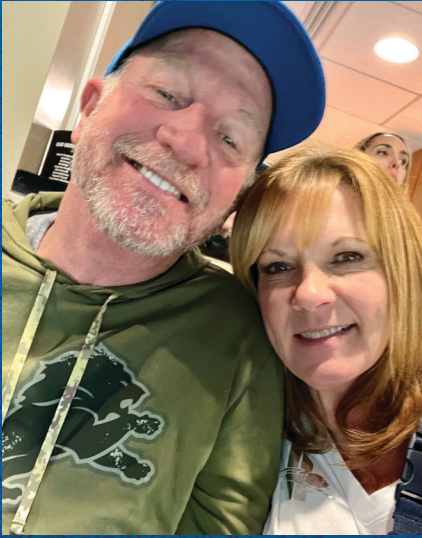


## **Ken Langdon**

Primitiv Performance

Head of Marketing and Communications for Primitiv and Primitiv Performance - Michigan based businesses owned-and-operated by former Detroit Lions teammates, Rob Sims, and Calvin Johnson Jr. Primitiv Performance is the official CBD Performance Partner of Ford Field and the Detroit Tigers.





## **Jim & Meg Warbritton**

Rave Associates, Inc.

Jim and Meg Warbritton are owners of Rave Associates, a craft beer and wine wholesaler based out of Ann Arbor. They have 4 adult children and 6 grandchildren.



## **Isoke Nimmons**

Rocket Mortgage

Isoke Nimmons is the Senior Sponsorship Manager at Rocket Mortgage and a proud native Detroiter. In her role, she helps to lead and manage the Sponsorship Marketing strategy that helps drive the Rocket Mortgage brand. Some of the partnerships she manages include the NFL, Detroit Lions, Rocket Mortgage FieldHouse/ Cleveland Cavaliers and legend Barry Sanders. Prior to Rocket, she's held positions with other elite organizations including the National Basketball Association, T-Mobile and the Detroit Pistons. She is a proud honors graduate of Howard University, where she received her Bachelor of Arts degree in Journalism. Isoke is very involved in her community and has served in numerous leadership and volunteer roles within her church and sorority. In her spare time, she enjoys traveling, live music and creating memories with her family and longtime friends.





## Casey Hurbis

### Rocket Mortgage

Casey Hurbis is the Chief Marketing Officer at Rocket Mortgage, the flagship brand within the Rocket Companies portfolio. He oversees all marketing initiatives for the company's in-house agency while driving new, innovative strategies to captivate the audience of the nation's largest and most trusted mortgage lender.

Under Casey's leadership, Rocket Mortgage has earned two consecutive #1 rankings atop the highly coveted USA Today Ad Meter, the leading ranking platform for Super Bowl commercials. In 2022 the company achieved the honor for an advertisement featuring Barbie and actress Anna Kendrick promoting the benefit of finding and financing a home through Rocket Homes and Rocket Mortgage. In 2021, the company took home both the #1 and #2 spots on Ad Meter for two humorous ads featuring Tracy Morgan.

Casey's team led the creation and promotion of the Rocket Mortgage Classic - the first PGA TOUR event held in the city of Detroit. In 2019, the inaugural tournament was the most-awarded event on the TOUR, winning three "Best Of" awards, including the "Fair Way Award" for its diversity and inclusion initiatives. In 2020, the tournament shifted its focus and dedicated the bulk of its fundraising to bridging the digital divide in Detroit - the least connected major city in America. As of 2023, the Rocket Mortgage Classic has helped increase connectivity in Detroit - with the number of digitally included households rising to 70%, up from 40% when the initiative began in 2020.

Along with Rocket Mortgage, Casey assists the marketing efforts for other successful businesses in Rocket Companies, including Rocket Pro TPO and Rocket Homes - helping to elevate these brands in their respective industries. His leadership helped Rocket Mortgage earn its place in Ad Age's Best Places to Work in 2021 list.

Casey joined the company in 2017 after 24 years in automotive marketing - most recently leading advertising and communications for FIAT, where he helped successfully reintroduce the FIAT brand to American car buyers.

Equally important to his brand-building efforts is Casey's work with local and national nonprofits. Three that are particularly close to his heart are the Special Olympics, the Salvation Army and Bethany Christian Adoption Services. In addition to his community efforts, Casey serves on the Board of Directors for Adcraft Detroit and the Detroit Sports Commission.

Casey is a graduate of Michigan State University, where he can be found cheering on his Spartans every fall.





## Andy & Wendie Winnie

### Savvy Sliders

Andy Winnie is the President/CEO and Wendy Winnie is the CFO of eBuyMedia Inc. In Plymouth, MI. Both are avid Lions fans and have been Lions Season ticket holders for many years.

eBuyMedia was founded in 2004 by Andy Winnie after he spent 13 years selling radio for 94.7 FM, 101 WRIF and 105.1 WMGC.

eBuyMedia is a full service ad agency that produces and negotiates TV, Radio, Outdoor, Digital and Sports Campaigns for many companies including Savvy Sliders, Happy's Pizza, Rapid Roofing, Man's Lumber, Autokiniton, Tubbys Sub Shops, Michigan Orthopedic Surgeons, Capital Mortgage Funding, Atchinson Ford, Antonio's Restaurants, MISCAMPING.com and few others.

The Winnie's have raised two boys. Nate & Alex. Both graduated from Father Gabriel Richard HS in Ann Arbor and Michigan State University.

Andy & Wendy love to travel and are excited to cheer on the Lions this weekend in Dallas. Let's Go Lions!







## **Rebecca Sposita**

The Sam Bernstein Law Firm

Chief Legal Officer in 2018, and has been in her current role as the President of the firm since 2022. She has continued to represent clients in these roles, such as several Larry Nassar sexual assault survivors, and medical malpractice clients. Rebecca is an alumna of Harvard Business School, graduating from the school's Advanced Management Program. She received her law degree from the University of Detroit Mercy School of Law, and her BS in Business Administration from Central Michigan University. Rebecca also serves on the executive boards of both the Michigan

Association for Justice and the Divine Mercy Academy school serving children with special needs. She is married to her college sweetheart Mike. They have two sons, Jake and Justin, and a rescue pup. Outside of spending time with her family and friends, Rebecca enjoys cooking, traveling and boating.



## **Michael Sposita**

Guest of The Sam Bernstein Law Firm

Mike has spent his entire professional career in civil construction management. He currently works at Blaze Contracting, Inc., which is co-owned by Kerlin Blaise, former Detroit Lions player. Mike has been with Blaze Contracting for 8 years, focusing exclusively on large commercial industrial projects in the city of Detroit. In this capacity, he has completed the Little Ceseur's Arena, the Detroit Piston's training facility, and he is currently working on the Gordie Howe International Bridge to Canada.

Mike graduated from Eastern Michigan University with a BS in Construction Management. He has been married to Rebecca for 24 years and they have 2 sons, Jake, a senior lacrosse player for Colgate University, and Justin, a 4th grader at Divine Mercy Academy.





## **Kate Sandretto**

The Sam Bernstein Law Firm

Kate Sandretto is the Chief Marketing Officer for The Sam Bernstein Law Firm where she is responsible for the development and execution of the marketing plan. Prior to joining the firm, Kate worked at several advertising agencies supporting many large clients across the state of Michigan. Kate enjoys finding the best platforms to grow business and ensure return on investment. In her personal life, Kate is married and has a four-year-old son. She enjoys mountain biking, paddle boarding and traveling.



## **Jon Sandretto**

Guest of The Sam Bernstein Law Firm

Jon Sandretto is a Physical Therapist for the U.S. Department of Veterans Affairs (VA). Prior to joining the VA, he worked with patients in various outpatient clinics across Metro Detroit. Prior to receiving his DPT, Jon served in the U.S. Air Force. In his personal life, Jon is married with a son. He enjoys mountain biking and camping.





## **Adam Boxberger**

Ticketmaster

Adam Boxberger is based in Kansas City and is the Client Development Director for Ticketmaster overseeing our partnership with the Detroit Lions along with other NFL clubs.



## **Jonathan Kortman**

Trace3

Jon Kortman is the GM of Trace3, a technology consulting firm and a leading provider of innovative technology solutions. As a strategic leader with extensive experience in digital transformation, Jon focuses on helping organizations leverage emerging technologies to drive business growth and efficiency.

Outside of his professional endeavors, Jon is passionate about being outdoors with his family, boating, and enjoying beautiful Michigan summers.



## **Eric Skiba**

Trace3

Eric Skiba is the Sr. Director of Sales at Trace3, a leading provider of innovative technology solutions. With over 15 years of experience in the tech industry, Eric is passionate about driving growth and building strategic partnerships that enhance client success. In his role, Eric oversees the sales strategy and execution for Data, Cloud, Security, & A.I. solutions, leading a dynamic team dedicated to delivering exceptional results.





## Ryan Garvelink

Trace3

Ryan Garvelink is the Regional VP of Engineering at Trace3, where he leverages over 15 years of experience in the industry. His role encompasses leading teams specializing in advisory services, solution architecture, engineering delivery, and program management. He takes a client-first, client-centric approach that combines a love of technology with a passion for problem-solving in order to exceed client expectations through innovative and efficiently engineered solutions.

Ryan is a graduate of Davenport University and began his career working for several value-added resellers and managed service providers in Grand Rapids, Michigan. He spent the early part of his career as a solution architect and delivery engineer, working with local government, healthcare, manufacturing, and retail clients, designing and implementing infrastructure, cybersecurity, and automation solutions. Most recently, he has been leading solution architecture teams while continuously driving go-to-market strategies in spaces such as Data & Analytics, AI/ML, Observability, Cloud and Hybrid-Cloud.



## Corby & Melissa Werth

UDIM

Corby and Melissa Werth reside in Alpena, Michigan where they own and operate a fifth-generation dairy farm. In addition to running their 1500-acre farm and managing their 800 head of cattle, Corby sits on the Board of Directors for Michigan Milk Producers Association and is the President of the United Dairy Industry of Michigan. Melissa is employed by the 26th Judicial Circuit Court and serves as Clerk for their local township Board of Directors. Corby and Melissa enjoy boating, playing golf, and travel. Corby and Melissa are avid Lions fans and are excited to be a part of this experience.





## **Donna Doleman Dickerson**

University of Michigan Credit Union

Donna Doleman Dickerson, MBA, CDP, is the Chief Marketing Officer at the University of Michigan Credit Union (UMCU). In this role, she leads brand, marketing, communications, community development, financial education, and innovative product design to meet the needs of its members, businesses, universities, and communities that UMCU serves. As a collaborative leader with expertise in building and growing brands through a customer-centric lens, Doleman Dickerson brings over 20 years of marketing expertise to UMCU. Before joining UMCU, Donna was the first Chief Marketing Officer of GreenPath Financial Wellness and the Senior Vice

President of Marketing and Communication for Ann Arbor SPARK. She also built successful marketing teams at Pfizer, Detroit Medical Center, and Small Business Technology Development Centers. Doleman Dickerson earned her Bachelor of Science in Health Care Administration from Florida A&M University and her Master of Business Administration from the University at Buffalo School of Management at the University of New York. Donna is a certified diversity professional trained to create a framework for transforming an organization into an engaged, productive, and inclusive workforce. She serves as the Chair of the Trinity Health Michigan Board of Directors. She sits on the Make-a-Wish Michigan Board of Directors and is a member of the Forbes Communications Council and Harvard Business Review Advisory Council. She was awarded the Michigan Chronicle's Women of Excellence Award in 2020, she is a 2023 Washtenaw Community College Women's Council Shero Honoree and most recently Donna was featured in the Women We Admire: Top 50 Women Leaders of Detroit for 2024. She resides in Ann Arbor with her husband and two boys.



## **Brian Dickerson**

Guest of University of Michigan Credit Union

Brian Dickerson currently serves as a principal with Ypsilanti Community Schools. He has been dedicated to working with students in the field of education for twenty-five years. In his current role as Principal, he is working with staff to establish a school culture and educational program conducive to student learning and socialization. Brian had the opportunity to work with a variety of age levels ranging from kindergarten to twelfth grade as a middle school math teacher, intervention specialist and math coach for the Ann Arbor Public School District. He is a graduate of Hampton University with a Bachelor of Arts in Psychology and a Master's in Educational

Leadership from Concordia University. Dickerson currently lives in Ann Arbor with his wife, Donna Doleman Dickerson and two boys. Brian enjoys attending sporting events, biking, and time on the water in Traverse City.





## **Tiffany Ford**

University of Michigan Credit Union

Tiffany Ford is the President and CEO of the University of Michigan Credit Union. Ford joined the University of Michigan Credit Union in 2011. Prior to joining the University of Michigan Credit Union Ford served in senior management for over a decade at Michigan State University Federal Credit Union. Under her leadership, the University of Michigan Credit Union has grown significantly in membership and asset size as well as branch locations. The Credit Union has also won multiple local and national awards for talent development and products and services. A native of Detroit, Michigan, Tiffany and her husband reside in Metropolitan Detroit

with their three children. Ford is an active volunteer in her community and serves on the Board of Word In Action Christian Center International. Ford serves on the University of Michigan Health System Board. Ford is also a Board Member of The Empowerment Plan, Credit Union Executive Society (CUES), Ann Arbor Spark, and Culture Source. Ford previously served as a Board member of the University Musical Society. Ford was previously named Professional of the Year by the Michigan Credit Union.



## **Tina Hamilton**

Guest of University of Michigan Credit Union

Tina Hamilton is the Chief Lending Officer at the University of Michigan Credit Union (UMCU). In that role, she leads the areas of real estate lending, business lending, consumer lending and the solutions area that includes collections, fraud and BSA. Tina has a passion for the Credit Union mission and has been a part of the industry at three different credit unions over the past 25 years. Before joining UMCU, she served as the Chief Operating Officer and Marshall Community Credit Union and Chief Executive Officer of Michigan Community Credit Union.

Tina received her Bachelor of Business Administration from Western Michigan University and her Master of Business Administration from Spring Arbor University.



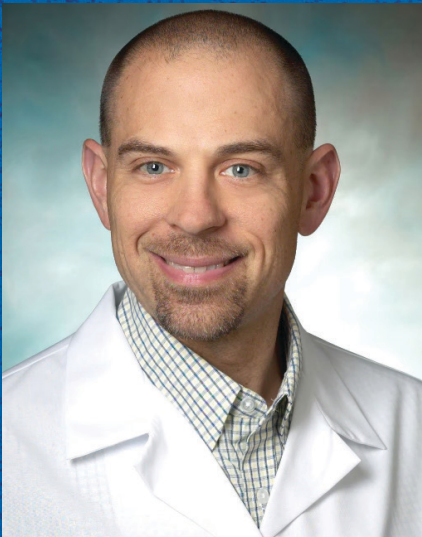


## Tiana Gee

Western Michigan University

Tiana Gee has been in the non-profit sector for almost 25 years. She studied Advertising and Public Relations where she graduated with a bachelor of science from Grand Valley State University. After graduation she landed a Community Director role with the March of Dimes, where she spent 7 years planning grass roots fundraising events such as bicycle, motorcycle, walk-a-thons and black-tie galas. She then turned her interests and talents to the American Diabetes Association where she started as a Manager of Events and within 3 years moved into the Director of West Michigan, and served 7 years fighting for diabetes research and a cure. In November of 2013, she

was hired as the Executive Director of the SWMI Chapter of the Red Cross where she oversaw 8 counties and 4 chapters. Finally, she has spent the past 7 years at Western Michigan University where she serves as the Director of Corporate and Foundation Relations. Tiana has extensive fundraising, board development and community/corporate development. She serves as the Vice President and Co-Founder of Women2Women networking group in Kalamazoo and has served on multiple committees at WMU including Corporate Engagement Council and the DEI committee. She has two grown children, JC and Izabelle. JC resides in Chicago and Izabelle is starting her Junior year at WMU, studying nursing. In her spare time, she enjoys walks with her dog, traveling and enjoying a nice relaxing beach!



## Michael Lahaie

Guest of Western Michigan University

Michael Lahaie, PA-C in neurosurgery at Bronson Methodist Hospital. Michael attended Indiana University and acquired a BS in Kinesiology and then went to San Jose State where he obtained his MA in Athletic Training. He then moved to Michigan where he worked for athletics for several years with the football and men's and women's basketball program. After working in Athletics, he then decided to go back to school and applied to Western Michigan University's Physician Assistant's program at WMU. He graduated from their program in 2006. Since completion of the program, he has been practicing for 18 years, 3 years in Orthopedics and 15 years in Neurosurgery. He is currently a Physician Assistant in Neurosurgery at Bronson Methodist Hospital,

where he runs a spiny clinic, assists in surgeries, and conducts consults on patients. In Michael's spare time he enjoys his side business of smoking meats, riding local trails on his road bike, fishing and hunting. He has two sons, one in the Airforce currently serving in Qatar and his other son who resides locally in Kalamazoo.





## Greg & Cathy Easterly

WJBK/FOX 2

Greg is SVP/General Manager of WJBK Fox2, the market sales and rating leader in Detroit. As a long-time broadcast executive, Greg has worked as a News Director and Major Market General Manager, as well as corporate experience when he managed 15 Tribune Media television stations across the country. In his spare time, Greg enjoys golf, cooking, and fishing. Cathy and Greg have been married 37 years and prior to raising two children, Cathy worked in both radio and television. Before relocating to Detroit three years ago, they lived in Chicago and Cleveland. Cathy enjoys sports, gardening, and volunteer work.





## Robert Porcher III

### Lions Legend

Robert Porcher III, a renowned figure in Detroit Lions history, showcased his prowess as a defensive end throughout his illustrious 13-season NFL career, culminating in his retirement in November 2004. In 1992, he made history as the Lions' first-round draft pick from South Carolina State University, a distinguished historically black college and university. He was the first player from South Carolina State University ever to be chosen in the first round, distinguishing himself from a prior selection in the second round in 1973. Porcher's impact on the gridiron was undeniable, establishing himself as one of the NFL's most formidable players in his position.

Beyond his on-field achievements, Porcher threaded himself into the fabric of the Detroit community, both during his tenure with the Lions and in retirement. His dedication to serving the Detroit-Metro area was palpable, evidenced by his founding of the Robert Porcher Cancer Research and Relief Fund. This initiative raised significant funds for the University of Michigan Comprehensive Cancer Center, showcasing Porcher's commitment to philanthropy.

Porcher's activism extended far beyond his charitable endeavors; he assumed leadership roles on various boards and committees, leaving an indelible mark on the community. His contributions were so profound that in 2005, the Detroit Lions renamed their annual community service award in his honor, recognizing players who exemplified his spirit of giving back. Inducted into several prestigious halls of fame, including the South Carolina State University Athletics Hall of Fame (1998), State of South Carolina Hall of Fame (2009), Mid-Eastern Athletic Conference (MEAC) Hall of Fame (2017), East West Shrine Game Hall of Fame (2017), and the Black College Football Hall of Fame (2017), Porcher's legacy transcends football. Additionally, he was a member of the Super Bowl XL Host Committee, further solidifying his impact on both the sport and the community. Today, he continues to contribute to his community through his involvement on the boards of organizations like The Heat and Warmth Fund (THAW) and the South Carolina Athletic Hall of Fame.

Porcher's entrepreneurial spirit led him to establish PM Logistics Services, LLC, a thriving enterprise specializing in dump, hauling, and transportation services. Despite his success in business, Porcher remains deeply connected to his academic roots, championing education through initiatives like the Robert Porcher III Endowment, providing scholarships to aspiring student-athletes at South Carolina State University.

A devoted father and proud member of the Omega Psi Phi Fraternity, Inc., Porcher balances his commitments with a love for yoga, international travel, and a vision of retirement spent abroad. Residing in Charleston, SC, he cherishes moments with his three children, each making their mark in their respective fields, embodying the legacy of excellence that defines the Porcher name.



# Nicole Carter

## Guest of Lions Legend

Nicole A. Carter has a passion for real estate, and helping clients achieve their ownership goals with trust, a listening ear, and ability to translate conversation into action. She earns respect of clients by working tirelessly on their behalf and offering sage, candid, and bold advice. She loves to win for her clients with a courageous spirit and calm, kind, yet, aggressive professional demeanor. Her background in International Business and extensive consultative sales management, creative directing and project management allow her a unique edge for her clients from acquisition to interior styling. She views real estate as not a job, but a lifestyle.

Nicole has been a licensed realtor and now Broker for the last 8 years and top-performing agent at Virtual Real Estate Services, LLC. Nicole has consistently won Fidelity National Title and Title One Top Producer awards for the past 2 years. Real Estate Title Agency, LLC Top Producer last 4 years. Nicole is currently a member of the Greater Metropolitan Association of Realtors (GMAR), the National Association of Realtors (NAR), a Real Estate Negotiation Expert (RENE), and Accredited Buyer Representative (ABR.). She has earned a certificate as a Larson's Leader in real estate development from Urban Land Institute (ULI), Preservation Detroit Historical Society, elected to Board member of GMAR's Global Initiative Committee (fostering and encouraging Global real estate transactions), REEC Conference member and appointed Commissioner of Real Estate for the Detroit-Wayne County Joint Building Authority (July 2021- Present).

To further serve clients she is a Notary Public and has extensive knowledge and experience in Detroit and the metro area. A speaker for The Women's Council of Realtors, Larson's Leader, BOMA, Urban Land Institute, Proud member of Delta Sigma Theta Sorority Inc., and now Real Estate Broker. You will see her continuous improvement as a value-add, with over 95% of business being referrals of satisfied clients, her motto is: Real Service. Real Estate. Real Style.

In her free time, she participates in hosting community dance class for all ages, volunteering in the community serving the homeless, helping literacy efforts, learning languages and cultures, reading, mentoring youth & new business owners, and enjoys, the arts and interior styling, yoga, nature including growing her garden, tending bonsai trees and spending time with her two daughters.





**Calvin Johnson Jr.**  
Lions Legend



**Brittney Johnson**  
Guest of Lions Legend





**Joique Bell**  
Lions Legend



**Rob Sims**  
Lions Legend





## **Brian Nelson**

Allied Sports



## **Alex Boyle**

Applied Innovation



## **Alysha Boyle**

Guest of Applied Innovation





**Kyle Kinnett**  
Bullseye Event Group LLC



**Lisa Kinnett**  
Bullseye Event Group LLC



**Kelsey Overway**  
Guest of Coppercraft Distillery





**Don Koetting**  
Eventellect



**Kathryn Koetting**  
Eventellect

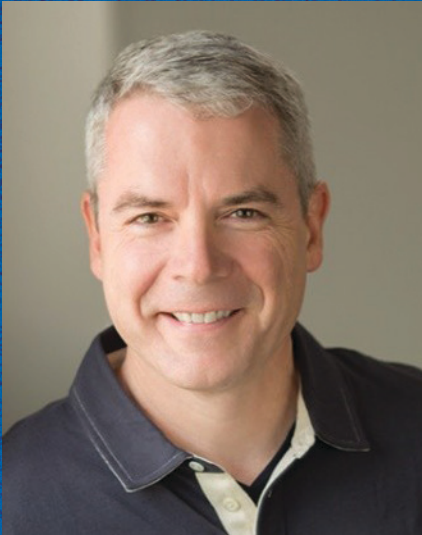


**Chris Phelps**  
Lineage Logistics





**Bob Zhang**  
Strategic Staffing Solutions



**Brad Baxter**  
Whisker



**Margaret Baxter**  
Guest of Whisker



# Additional Guests

## **Jacqueline Mathies**

Guest of The AAA Auto Club Group

## **Kristin Bundy**

Guest of Acrisure

## **Grace Holbert**

Guest of Caesars Sportsbook

## **Aman Milner**

Guest of Delta Air Lines

## **Michael Koetting**

Eventellect

## **Michelle Persad**

Eventellect

## **Brooke Foguth**

Guest of Foguth Financial Group

## **Amanda Collins**

Guest of Henry Ford Health

## **Sandra Bowman Riney**

Guest of Henry Ford Health

## **Cody Austin**

Guest of Lineage Logistics

## **Stephanie Sanderson**

Guest of Meijer

## **Ann Lott**

Guest of Meijer

## **Tara Buckley**

Guest of MCM Grand Detroit

## **Sebastian Atwater**

Guest of Pet Supplies Plus

## **Elka Bridges**

Guest of Rocket Mortgage

## **Jennifer Zhang**

Guest of Strategic Staffing Solutions

## **Nick DeCelles**

Guest of Ticketmaster

## **Joe Johnston**

Guest of Trace3

## **Kim Woods**

Guest of Lions Legend

## **Natalie Sims**

Guest of Lions Legend





**THANK YOU**