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From the Executive Director

From Cleveland to Southeast Asia, Case Western Reserve University students, professors, faculty, and alumni have certainly thought beyond the possible. In Cleveland Heights, engineering students created a modified version of a mobile mini car so that a young girl with cerebral palsy can use it as transportation. In Yangon, Myanmar, Professor Daniel Lacks and twelve graduate students led an engineering and entrepreneurship class at Yangon Technological University, a university where progress was slowed down due to a neglect of higher education. And in Shanghai, China, our medical school faculty are currently doing research to improve the public health of the city. These examples are only a taste of the impact Case Western Reserve University has made throughout the world. See how students, professors, faculty, and alumni have changed lives by viewing the CWRU 2013-14 Annual Report.

We know that many of you have divisions, departments, labs, and offices in far-reaching places. If there is an opportunity for us to collaborate internationally
please get in touch so we can discuss the ways that Case Western Reserve is working within and beyond our borders.

As always, I welcome your feedback on ways to engage with us in the coming year.

All my best,

Anne M. Borchert
Assistant Vice President of Corporate Relations and Strategic Projects

PHILANTHROPIC INVESTMENT

Nottingham Spirk and CWRU Join Forces

You think IDEO and Stanford have cornered the market on design and innovation? Well look again – a new partnership has emerged to bring the strength of Case Western Reserve University and Nottingham-Spirk (NS), one of the most respected product design business firms around the world, together in our new think[box] to create a powerful vehicle for new commercial products.

Both John Nottingham and John Spirk graduated from the Cleveland Institute of Art, Case Western’s neighbor and premier institution for art and design. Nottingham Spirk is a Cleveland-based company, and both founders have had a close relationship with CWRU, its students, and faculty. NS has been hiring
Co-op students from Case Western for over 10 years. In addition, NS worked with Cardio Insight (a CWRU BME startup) to great success. Most recently, Nottingham and Spirk were the keynote speakers of the university's well-known Engineers Week Banquet, the signature event of a week-long celebration of engineering.

It wasn't a surprise, then, that this deeper partnership has been created between Case Western Reserve University and Nottingham Spirk. The partnership's purpose is to provide students and faculty with the platform to produce their innovative ideas, apply their inventions to real-life situations, and get in touch with industry for commercialization. With this partnership, NS will sponsor a series of innovation prize funds to support faculty innovation. These innovation prize funds are powerful tools to engage with our creative faculty.

Read more about the amazing potential already emerging from this partnership.

Research ShowCASE Returns on April 17
Research ShowCASE is the largest exhibition at the University and an opportunity for the university’s researchers, scholars, and scientists to display their innovative work. With over 600 posters, ShowCASE is a platform for researchers and innovators to reach out to the broader community and discuss their findings. **Corporate partners are encouraged to attend** and learn more about the ground-breaking research that occurs every day on the Case Western Reserve University campus. This event is free and open to the public.

**It would be a great opportunity to see what further collaborations may be created between your company and Case Western Reserve.**

An interactive app is available to download to your phone with all event information. Participants can search the posters that will be displayed that day as well as pre-defined journeys according to subject area. To get the app, download Guidebook on your smart phone. Search under “Schools” and choose “Case Western Reserve University.” Choose “Research ShowCASE 2015.”

Learn more at [research.case.edu/showcase/](http://research.case.edu/showcase/)

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**MARKETING AND VISIBILITY**

**Acclaimed Journalist Jeff Johnson keynotes Unity Banquet**
Keynote Speaker, Jeff Johnson (third from left) with Office of Multicultural Affairs staff

Over 600 guests attended the 25th annual Unity Banquet & Scholarship Dinner which took place last Friday, April 10, celebrating the academic accomplishments of underrepresented students and graduating seniors at Case Western Reserve University. The evening also served as an opportunity to recognize future students (those that have received early admittance), corporate and community partners. This year’s banquet keynote speaker featured journalist, communications specialist, and thought leader Jeff Johnson, a regular contributor to news broadcasts and publications such as CNN Headline News, CNN International, Larry King Live, Fox News Channel, and Huffington Post about issues related to race, politics, popular culture and socio-economics. Javier Colon, season 1 winner of “The Voice,” provided entertainment for the evening.

Learn more about the work of the Office of Multicultural Affairs.
Leadership is critical to any organization. To better understand what it takes to be a leader, join the Weatherhead School of Management’s renowned Leadership Deep Dive program which will launch again in June of this year. Leadership Deep Dive is the immersive experience that has proven transformational for leaders around the world. Since 2009, Leadership Deep Dive has helped hundreds of senior executives acquire the skills, knowledge and insights necessary to be an outstanding leader. World-class faculty teach in the program, including Richard Boyatzis, PhD, one of the originators of Emotional Intelligence, and David Cooperrider, PhD, an original creator of Appreciative Inquiry. Participants will work closely with an executive coach for one-on-one leadership development. Leadership Deep Dive also allows for networking opportunities with other high level executives from some of the world’s most successful organizations.

Learn more about how you can benefit from this amazing experience.
Student Entrepreneurs Thrive in Saint-Gobain Competition

On April 1st, the Saint Gobain Student Design Competition brought together six groups for the final round of the competition. Every year, the competition asks engineering, business, and design students to invent a product that solves a real-world problem, create a prototype, and complete a business plan. These six groups worked throughout the academic year with a mentor and presented their final project to a panel of judges. The competition's emphasis on engineering within a business context often leads to startup companies like this year's SensID, a student-run business.

Alexis Schilf and Jake Schwarz first came up with SensID during the Case’s Rising Engineers and Technological Entrepreneurs program (CREATE), a summer program that challenges engineering students to design a product for local companies and hospitals that solves a major problem. The group's challenge was: How can we better prepare nurses to handle and pass medical instruments to surgeons before they enter the operating room? In the current practice, a preoperative nurse's training is wholly on the job and their first chance to practice their instrument identification and passing skills occurs during the course of an active surgery. Marc Bouchet later joined the team as a third partner and they designed a simulator for nurses to practice on.
Visit Case Western Reserve's corporate relations web site

Read about the latest research news and collaboration successes, and find out how you can imagine and influence the future with Case Western Reserve. Visit case.edu/corporate.

be sure to add corporaterelations@case.edu to your address book to make sure these messages make it to your inbox.

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