

## FOR IMMEDIATE RELEASE



### **NAMAD and EFG Companies Announce 2<sup>nd</sup> Annual Northwood University Scholarship Recipients**

*- Northwood Students Isabelle Daoud and Norma Benavides  
Selected Based on Academic Merit, Leadership and Dedication -*

**DALLAS, TX (September 8, 2016) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, together with the National Association of Minority Automobile Dealers (NAMAD), announced today that Northwood University students Norma Benavides and Isabelle Daoud are the recipients of the annual NAMAD Private Donor Scholarship. The annual scholarship will fund the remainder of Benavides' and Daoud's four-year tuition while they attend the Automotive Marketing and Management Program at Northwood University, representing an investment of up to \$200,000 from EFG.**



**Norma  
Benavides**



**Isabelle  
Daoud**

A senior at Northwood University, Norma Benavides, from Laredo, Texas, grew up with first-hand experience of dealership operations through her father's independent dealership. In her previous three years at Northwood, she has held the Public Relations Chair for the Northwood University Auto Show, as well as the Chair of the Distinguished Women Event for the university's Signature Events Team. Benavides has made the Dean's List every semester, and has received the Association of Finance & Insurance Professionals certification.

"This scholarship perfectly fits my career aspirations, as well as my background," said Benavides. "My career goal is to one day become an automotive dealer and operate a dealership. I have learned that this career has many challenges, but with perseverance and passion it can be rewarding."

Isabelle Daoud, an incoming freshman from Troy, Michigan, grew up with a sense of responsibility for her surrounding community. At age 12, Daoud visited Dundee, Michigan, after a tornado had ravaged the area. Recognizing a need for assistance, she wrote a grant request to the Lions Club International for an emergency disaster grant. Lions Club approved the request within 24 hours. As captain of her high school women's rugby team, Daoud applied conflict resolution skills and dedication to everything from petitioning the school to form the team, securing a teacher sponsor, coach, funding, uniforms etc. Outside of school, Daoud is highly involved in her community, volunteering through her local Lions Club, the Salvation Army, Forgotten Harvest Food Pantry, Leader Dog for the Blind, Susan G. Komen Foundation, and at the Arab American and Chaldean Council, where she interned during the summer of 2015 and 2016.

"I am grateful for the opportunity and will make the best use of it," said Daoud. "This scholarship embodies my goals. I always strive towards success and aspire one day to achieve a leadership position in the automotive industry."

"The high caliber of the NAMAD scholarship applicants always makes the selection process difficult," said Damon Lester, NAMAD President. "However, these individuals embody, in their actions and words, what we seek in NAMAD Scholars. Beyond their academic standing, they consistently seek out leadership opportunities, benefitting their communities and the industry."

EFG Companies, NAMAD, and Northwood came together in 2015 to create their Private Donor Scholarship to better enable some of the most diverse and brightest minds to lead the automotive industry as it continues to evolve with changing consumer demands, increased regulation, and the transformation of vehicle technology.

"As we assist tomorrow's leaders in their pursuit for a higher education today, we hope to inspire more investment in the future of the automotive industry," said John Pappanastos, President and CEO of EFG Companies. "During this time of immense change, our goal as an industry needs to be focused on more than simply weathering the current storm, but also include establishing the foundation for future success."

"Isabelle and Norma have both demonstrated a fierce determination to achieving their goals and providing leadership to their fellow students and communities," said Keith Pretty, President and CEO of Northwood University. "We expect nothing less from them as they continue on their path towards leadership."

###

### **About The National Association of Minority Automobile Dealers**

The National Association of Minority Automobile Dealers' (NAMAD) objective is to pursue the meaningful presence and participation of minority businesses and diverse employees across all aspects of the automotive economic sector, including:

- Increasing the number of minority-owned dealerships in communities across America.
- Advocating workplace and supplier diversity in the automotive manufacturing environment.
- Supporting minority engagement in the automotive retail sales and service sectors.

We are committed to developing strategic relationships and advocating for the advancement of business policies and practices that ensure diversity and economic parity remain a priority in all aspects of the American automotive industry.

NAMAD is a 501(c)(3) non-profit, tax-exempt organization headquartered in the Washington, D.C. area. <http://www.namad.org/>

### **About EFG Companies**

EFG Companies drives the industry's highest-reported compliant F&I profitability through its distinct engagement model in which the company operates as an extension of the dealer's management team. EFG addresses total dealership performance, and its client satisfaction net promoter score is higher than national corporate leaders such as Southwest Airlines, USAA Banking and Finance, and Nordstrom. Learn more about EFG at: [www.efgcompanies.com](http://www.efgcompanies.com)

-more-

## **About Northwood University**

Northwood University is committed to the most personal attention to prepare students for success in their careers and in their communities; it promotes critical thinking skills, personal effectiveness, and the importance of ethics, individual freedom and responsibility.

Private, nonprofit, and accredited, Northwood University specializes in managerial and entrepreneurial education at its full-service, residential campus located in mid-Michigan. Adult Degree Programs are available in six states with many course delivery options including online. The DeVos Graduate School offers accelerated, evening and weekend programming in Michigan and Texas. The Alden B. Dow Center for Creativity and Enterprise provides system-wide expertise in family enterprise, entrepreneurship, creativity and innovation, and new business development. International education is offered through study abroad and in Program Centers in Switzerland, China (Changchun and Wuxi), Malaysia and Sri Lanka.

<http://www.northwood.edu/>