

JAMES M. HOP

830 W. Lake Forest Drive, Sanford, MI 48657
(989) 600-4381 hopj@northwood.edu

EDUCATION

MBA in Management

Northwood University, Midland, Michigan

May 2001

BA in Accounting

Hope College, Holland, Michigan

May 1986

TEACHING EXPERIENCE

Associate Professor, Northwood University

Department Chair - Entrepreneurship

2009 – current

Department Chair – Franchising Management

2014 - 2024

Courses Taught
Entrepreneurship:

- ETR 1010 – Introduction to Entrepreneurship
- ETR 1200 – Successful Business Models
- ETR 2010 – Entrepreneurial Marketing
- ETR 2200 – Entrepreneurial Distribution Strategies
- ETR 3010 – Entrepreneurial Finance
- ETR 3300 – Business Plan Development
- ETR 4010 – Risk Analysis and Sources of Capital
- ETR 4040 – Strategic Management of a Fast-Growing New Venture
- ETR 4050 – Seminar in Family Business Growth & Succession Planning
- ETR 4080 – Social and Creative Arts Entrepreneurship
- ETR 4200 – New Venture Business Case, Senior Project (capstone)

- As Department Chair and Program Quality Leader, I lead the Entrepreneurship Department, which averages 60-80 full-time undergraduate students.
- Assign adjunct professors/instructors and oversee course performance and completion.
- Provide mentorship to first through fourth year UG students.

Courses Taught
Franchising Mgt:

- FRA 1010 – Principles of Franchising
- FRA 3000 – Legal and Compliance Issues in Franchising
- FRA 4100 – International Franchising
- FRA 4200 – Current Issues and Trends in Franchising (capstone)

Course oversight: For the Franchising program the other required courses include the following: ETR 1200, ETR 2010, ETR 3010 (from above), MKT 2010 – Principles of Selling, Law 3500 – Commercial and Real Estate Law. I teach the ETR courses, adjunct faculty or faculty from other departments teach the other courses.

- In 2012, I was a member of the committee formed to review the potential of adding a minor or a major for the discipline of Franchising Management. We engaged with the International Franchise Association Education Foundation (IFAEF, now FERF) to provide a program the industry would see as valuable.
- The four courses noted above were developed completely new.
- The program was approved and added for the fall of 2013 for the 2013-2014 school year.

- The program is the only undergraduate program in Franchising Management offered as a full major in the United States. (There are programs offering concentrations or graduate certificate programing).
- As Department Chair and Program Quality Leader, I lead the Franchising Management Department, which averages around 3-5 full-time undergraduate students. (First through fourth year).
- The Franchising Management Program is being phased out at Northwood University.

Adjunct Faculty

Finance Department, Northwood University 2006-2008

Course taught: FIN 301 – Financial Management

Finance and Banking Department, Northwood University 1999

Course taught: BNK 101 – Principles of Banking

- Utilizing my background in banking and finance, I taught one course per semester while working a full-time executive position.
- Prepared lesson plans, lectures and exams as well as providing grading for all the students. Class size average was 30-35.

PUBLICATIONS

Is Michigan pizza capital of the world?, Lead Author, Co-Author: Hop, Nash and Thomas. Detroit News, Opinion Section, December 26, 2024.

Study: Michigan: The unlikely pizza capital of the United States (and maybe the WORLD?), Lead Author, Co-Author: Hop, Nash and Thomas. The McNair Center at Northwood University in Midland Michigan, December 16, 2024

Kamala Harris' tax plan is not pro-business, Co-Author: Nash and Hop. Detroit News, page 13A, Opinions section, September 16, 2024.

A recession could be coming sooner than later, Co-Author: Nash, Leef and Hop. Detroit News, page 7B, Opinions section, August 30, 2024

As Trucking goes, so goes the Economy, Co-Author: Nash, McClain, Hop. Detroit News, Page 1 Think section, May 30, 2024.

Do the Rich Pay Their Fair Share of Taxes? Co-Author: Nash, Lang, Hop. Detroit News, Page 1 Think section, March 14, 2024.

We love Dad, but we spend more on Mom. Co-Author: Nash, Hop. Townhall, June 17, 2022.

A U.S. Recession: If not now, when? Co-Author: Nash, LaRue, Hop. Townhall, June 15, 2022.

Can Money Measure Love... at Least on Mother's Day. Co-Author: Nash, McClain, Hop. Townhall, My 21, 2022.

Milton Friedman Isn't Running the Show Anymore... Too Bad, Isn't It? Co-Author: Nash, LaRue, Hop. Townhall, April 25, 2022.

The Coming Recession and it's Root Causes. Co-Author: Nash, Hop. Detroit News, Think section, April 23, 2022.

The Windfall Profits Tax for Profiteering. Co-Author: Nash, McClain, Hop. True North, April 25, 2022.

PRESENTATIONS

Where Management and Entrepreneurship Collide. National Independent Automobile Dealers Association (NIADA) Annual Convention, Wynn Hotel, Las Vegas, NV, June 2024.

How Entrepreneurs use Economics. Foundation of Economic Freedom Camp, at Northwood University, July 2019, Midland, MI.

Obstacles Faced by Entrepreneurs. Foundation of Economic Freedom Camp, at Northwood University, July 2019, Midland, MI.

Compassionate Business. Foundation of Economic Freedom Camp, at Northwood University, July 2019, Midland, MI.

Franchising: The Why and How. Entrepreneurship, Economics and Public Policy Forum, sponsored by: Institute for Human Studies, John Templeton Foundation, and Northwood University, November 11, 2017, Northwood University, Midland MI.

The Business Model Canvas Form and Function. International Franchise Association Annual Convention – Nextgen student scholars, February 2017, Las Vegas, NV.

Flushing out New Business Concepts (roundtable presenter/facilitator). International Franchise Association Annual Convention, February 2015, Las Vegas NV.

Entrepreneurship Education and the Free Market System. Wuhan Human Resources Service Center, Wuhan, Hubei Province, China, May 25, 2015

Entrepreneurship Education and the Free Market System. Hubei University of Technology – School of Business, Wuhan, Hubei Province, China, May 21, 2015

HONORS AND AWARDS

Delta Mu Delta – Delta Xi Chapter, Northwood University May 2024.

- Delta Xi Chapter, Northwood University. Elected a member of the International Honor Society in Business.

Faculty Excellence Award 2017, Northwood University, Midland, MI. May 2017

- The Northwood University Award for Faculty Excellence was established over 30 years ago and is presented to a faculty member who has made, over the year, an outstanding contribution to the university in his/her profession. The criteria include breadth and depth of knowledge, a genuine interest and skill at preparing students for career and social responsibilities, excitement of inquiry, commitment to diligence, the courage to innovate, the ability to collaborate harmoniously with other professionals and character that reflects the highest moral values essential to the Northwood Ideal.

UNIVERSITY SERVICE

Faculty Athletic Representative (FAR) July 2018 - Present
Northwood University, Midland, MI. I was named the FAR by the university president.

- The FAR represents the university with the NCAA and the Athletic Conference, G-MAC for 2022-2024, GLIAC for 2018-2022. The FAR is the liaison between academics and athletics and works university student/athletes.

McNair Scholar 2016 – Present
Northwood University's McNair Center for the Advancement of Free Enterprise and Entrepreneurship,
Northwood University, Midland, MI.

- A premier think-tank generating information focused on the study, advocacy and expansion of the market-process and the creation and cultivation of entrepreneurs.
- <https://mcnair.northwood.edu/james-hop/>

Faculty Search Committees. 2011 - Present

- Chair of the search committee for the Fashion Marketing and Management Department Chair position.
- Committee member on search committee for a faculty position in the Entertainment, Sport Promotion Management Department.
- Committee member on the search committee for the Automotive Aftermarket Management Chair position.

Athletic Coaching position Hiring Committees 2014 - Present

- I have been actively involved in the interview process for new head coaching hires for the university athletic department. At the request of the Athletic Director so that academics has input on those serving our student/athletes.

Athletic Hall of Fame Selection Committee 2015 - Present

IFC (Inter-Fraternal Council) Advisor. 2022 - Present
A registered student organization, Northwood University.

Entrepreneurship Society – Faculty Advisor 2010 - Present
A registered student organization, Northwood University.

Admissions Department Faculty Liaison 2011 – Present

- I work closely with our Admission Department providing group presentations as well as one-on-one meetings with prospective student groups/students/parents. I do 5-10 presentations a year on average.

University Advancement Department 2010 – Present

- I work closely with the University Advancement Department helping to raise funds for the university. I have been involved in multiple meetings and presentations with prospective donors, several of which have raised seven figure gifts for the university.

LAB Camp Faculty 2014 - Present
LAB (Learning About Business) camp is a one-week camp held each June and is focused on entrepreneurship and business for high school age students held on the campus of Northwood University.

- As camp faculty, I provide presentations, lectures and provide mentorship to the camp participants throughout the week. We get students from around Michigan, the United States and globally (Canada and Singapore).

EDUCATIONAL TRAVEL

Jiangnan University – School of Business, Wuhan, Hubei Province, China May 2015

- Over a two-week period, I provided several lectures to twenty business students at Jiangnan University who were interested in the study of entrepreneurship on the Jiangnan campus.
- The same twenty students then came to NU campus in August of 2015 for additional instruction.

PROFESSIONAL EXPERIENCE

High level executive with over Thirty-five years of experience in higher education, finance, banking, service, manufacturing, and non-profit organizations. Proven expertise in business development, leadership, financial analysis, cash management, management consulting, credit underwriting and lending, purchasing, and supply chain management.

Franchisee

Biggby Coffee, Store 664, Saginaw Road, Midland, MI October 2019 - Current
Judah's Java LLC

Biggby Coffee, Store 752, Eastman Road, Midland, MI April 2021 – Current
Mayah's Mocha LLC

Biggby is a franchise headquartered in East Lansing, MI that serves specialty coffee drinks and food. They have over 370 stores in twelve states. I am a minority owner in these ventures.

President

July 2007 – February 2015

MedAudit Services, Inc., Midland Michigan.

MedAudit provides healthcare cost containment solutions. Services include Technical Review, PPO, and Professional Review. I was an owner in MedAudit.

Director of Operations

May 2005 – March 2007

Packaging Direct, Inc., Division of C M Packaging, Gladwin, Michigan.

PDI is a manufacturer of quality thermoformed plastic packaging primarily for the produce and deli industries. C M Packaging is in Lake Zurich, IL and acquired PDI April 30, 2005.

Vice President of Finance, Sales and Administration, CFO

June 2002 to April 30, 2005

Packaging Direct, Inc., Gladwin, Michigan

PDI is a manufacturer of quality thermoformed plastic packaging primarily for the produce and deli industries. I was a minority owner in PDI.

Vice President – Corporate Banking

March 1999 to June 2002

Assistant Vice President-Corporate Banking

October 1996 to March 1999

Account Officer-Corporate Banking

June 1993 to October 1996

Commercial Loan Analyst

June 1991 – June 1993

Accounts Financing Examiner

September 1988 to June 1991

Comerica Bank, Inc., a super-regional banking company with its headquarters in Dallas, TX (formerly Detroit, MI).

Work locations: Midland, Michigan, Jackson, Michigan, Grand Rapids, Michigan, and Pleasanton, California

General Accountant
Accounting Intern

May 1986 to September 1988

January 1986 to May 1986

Bil-Mar Foods, Inc., a leading producer of processed meats and food products. A subsidiary of the Sara Lee Corporation (1987) Zeeland, Michigan.

COMMUNITY AFFILIATION

Horizon Bank-Midland Region - Advisory Board member, December 2023-current.

Midland Reformed Church, Midland Michigan. Governance Deacon, Governance Board of Elders and Deacons, 2023-2024. Governance Elder, Governance Board of Elders and Deacons, 2017-2019. Vice President of Consistory 2019. Governance Deacon, Governance Board of Elders and Deacons, 2012-2014. Board of Deacons, 2006-2008. Chair of the Deacons, 2006.

Dow College Opportunity Program – committee member, 2016-2018.

Alden B. Dow Center for Creativity and Enterprise, Northwood University. Board member, 2011-2016.

Midland Area Community Foundation. Trustee on the Board of Trustees, 2005 - 2011. Board Chair, fiscal years 2009-11 & Treasurer, fiscal year 2008-09. Investment Committee, 2008-2018.

Junior Achievement of Central Michigan, Inc. Board member 1999 – 2006. Executive committee 2001-2006, Past Board President 2005-06, Board President 2002-04, Treasurer, 2001. Nighttime program advisor, 1995 – 1998.

CBM Services. Board member, January 2008 – 2009.

Family and Children's Service of Midland. Board member, 1993 - 2002. President, 1998 & 1999; Vice President, 1997; Treasurer, 1994-1996.

Leadership Midland Steering Committee member for the 1996-1999 programs. Chairperson of the committee for the 1998 program. Leadership Midland, participant in community leadership development program, October 1995.

REFERENCES

Available upon request.

.