



Purdue Fort Wayne to Honor Featured Faculty for 2025

Four Purdue University Fort Wayne educators will be honored as recipients of the 2025 Featured Faculty designation during a recognition luncheon on Wednesday. The annual awards are being presented to **Suining Ding**, professor of interior design; **Michael Kirchner**, associate professor of organizational leadership; **Sarah LeBlanc**, associate professor of interpersonal communication; and **Richard Weiner**, chair and professor of history.

Featured Faculty are singled out for their outstanding performance in research, scholarly activity, creative endeavors, teaching, or engagement. As a quality measure that distinguishes PFW from other institutions of higher education, these accomplishments illustrate the comprehensive and significant contributions of the university's faculty in the creation of new knowledge, the fostering of student curiosity, and scholarship of engagement at PFW and beyond.

"Featured Faculty is a competitive award, and the quality of the submissions is high each and every year," said Kimberly O'Connor, associate vice chancellor for teaching and learning. "The faculty at Purdue University Fort Wayne exemplify innovation, dedication, and excellence across

their disciplines. Their work not only advances knowledge and creative practice, but also makes a lasting impact on students, the community, and the broader professional landscape.”

Along with being outstanding teachers, this year’s four honorees have also done extensive work to better northeast Indiana and the world.

“PFW faculty shape industries, communities, and academic fields on a national and global scale,” O’Connor said. “They drive meaningful change, influence professional practices, and contribute to solving real-world challenges. Their work elevates the university’s reputation and inspires collaboration and innovation across disciplines.”

Click on the following links to learn about the accomplishments of these four recipients.

SUINING
DING

MICHAEL
KIRCHNER

SARAH
LEBLANC

RICHARD
WEINER

WATCH VIDEO

Gurevich Earns Purdue Focus Award

Naomi Gurevich, associate professor in the Department of Communication Sciences and Disorders, has been named a winner of the Purdue University 2025 Focus Award. Since 2001, the award is given annually to individuals affiliated with the Purdue system who have made an outstanding contribution to the furthering of Purdue’s commitment to disability accessibility and the pursuit of excellence. Gurevich joined the PFW faculty in 2017.

Previous PFW recipients of the award were Rama Cousik, associate professor of special education in the Department of Counseling and Graduate Education, who was recognized in 2024, and the Disability Access Center in 2023.



Marketing Guru Collins Drills Deep to Explore What Drives Decision Making

Partly because it was on backorder for two weeks, Wendy Maxwell couldn't wait to read Marcus Collins' "For the Culture: The Power Behind What We Buy, What We Do, and Who We Want to Be." When it finally arrived, she consumed it a couple days later.

"For one, it's not like a regular marketing book," said Maxwell, a Purdue University Fort Wayne junior majoring in accounting. "It takes all of these theories, or ideals, and concepts, and it makes it understandable so a normal person who doesn't have a Ph.D. can look at it."

Even better, Maxwell got to sit in the front row at Collins' Omnibus Speaker Series classroom presentation Thursday afternoon, get her book signed by the author, and then ask him a question during the signature event in Auer Performance Hall later that evening.

Collins, a University of Michigan professor, cultural scholar, and marketing genius, showed why his book is so powerful during riveting discussions with both audiences. His main theme was about perspective and how the way people see the world affects society because of cultural influences. Collins suggested that everyone assumes they have free will, but it is guided by others.

[READ MORE](#)

Good to Know

Dons to Host HL Tournament Game on Thursday at Gates

The PFW women's basketball team (23-7, 18-2 HL) under the leadership of Horizon League Coach of the Year Maria Marchesano has earned a bye in the HL postseason tournament and will host a quarterfinal matchup at Gates Sports Center on Thursday at 7 p.m. Check the [Mastodon Athletics website](#) after the conclusion of tonight's first round games to learn who the Dons will be playing and for additional information about the women's and men's teams.

RSVP for the 2025 Employee Recognition Gala by March 11

PFW faculty and staff are welcome to attend the 2025 **Employee Recognition Gala** honoring those reaching service milestones and retirement, along with this year's APSAC and CSSAC Excellence Award winners. The gala will be held March 26 from 5:15 to 8:15 p.m. in the International Ballroom at Walb Student Union. This event is being presented free of charge and is open to all PFW employees who would like to show their appreciation. Those wishing to attend should RSVP no later than March 11 via the [registration portal](#).

Eventful

There's always plenty to do at Purdue Fort Wayne. To find your favorites—or discover new activities—check the full [events calendar](#) often to see what's happening on campus.

MARCH

5

Wed., noon–1:30 p.m.

Walk in Her Shoes: A Historical Journey of Women's History Month

Dr. Jill Kracov Zinckgraf, interim executive director of the National Women's History Alliance, will take you on a historical journey exploring how Women's History Month came to be and the ongoing fight for women's rights...

MARCH

5

Wed., 7:30–9:30 p.m.

Guest Artist Recital Featuring Brenda Iglesias, Contralto, and Jonathan Young, Piano

The wide-ranging repertoire of Brenda Iglesias encompasses the principal contralto parts of the oratorio and concert repertoire, from the Baroque through the Classical and Romantic periods, as well as 20th-century

music. Iglesias will be joined by faculty artist Jonathan Young for an evening of...

In a Snap

Seen and noted around campus. Monitor our university social feeds for more great moments of Mastodon life.



Melody Monday, career counselor and coordinator of the Mastodon Career Closet, gave a clothing tour during an open house on Monday, prior to Wednesday's Mastodon Career Expo. The closet provides wardrobe choices for students to look their best when networking with employers.

News Center



Inside PFW Archive



Athletics



Ripples



inside@pfw.edu no later than 2 p.m. on the day prior to the next edition to be considered for inclusion. Newsletter guidelines can be accessed in the PFW **News Center**.

Inside PFW is produced twice weekly on Tuesday and Thursday by the Office of Communications and Marketing. *Inside PFW Special Edition* is a supplement to the regularly scheduled newsletter. It covers breaking news and time-sensitive information directly related to university operations.

PURDUE UNIVERSITY[®] FORT WAYNE

