

A Handheld X-Ray System: Interview with **Evan Ruff '99** and Gregory Kolovich, Co-Founders of OXOS Medical
CONN HASTINGS
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MedGadget

OXOS Medical, a medtech spin-off out of Georgia Tech, has created the Micro C, an FDA cleared handheld X-ray system that is designed to image the distal extremities, from the shoulder to the hand and from the knee to the foot. The device is intended to prevent situations in which clinicians have to handle and operate large machinery to perform simple X-ray imaging of small bones in the extremities, and allows them to conduct imaging right at the point of care.

The device can be deployed during surgical procedures, and allows surgeons to more easily capture images that could be difficult to obtain using large, fixed equipment. The small size and portable nature of the system may also help to increase access to medical imaging in low-resource and remote areas of the world.

OXOS reports that the device emits very low levels of radiation compared with traditional X-ray systems. This means that the Micro C can be used for dynamic digital radiography, meaning that it can produce 'X-ray videos', allowing clinicians to perform guided injections or study bones in motion.

Medgadget had the opportunity to speak with the OXOS Medical co-founders, Evan Ruff, CEO, and Gregory Kolovich, Chief Medical Officer, about the technology.

Conn Hastings, Medgadget: Please give us a quick overview of X-ray technology and how it has evolved since inception.

Evan Ruff, OXOS Medical: X-Ray is the first medical imaging modality going all the way back to Röntgen 1895. X-Rays started being widely used in medicine around WWI, with Marie Curie building a portable machine and taking diagnostic images on French battlefields. The digital C-Arms and Mini C-Arms that you see in surgery today really started evolving in the late 1990s, but then innovation stagnated. Micro C is the first new radiographic imaging form factor in quite a few decades.

OXOS adopted technological advancements in other applications, such as advanced microcontrollers, computer vision, and sensor technologies. These technologies have allowed us to make fundamental advances in the way we generate x-rays and the size, weight, and safety systems that allow the device to be deployed to so many different care scenarios.

Medgadget: What inspired you to develop a point of care X-ray system?

Gregory Kolovich, OXOS Medical: My inspiration for the Micro C really started while I was doing an emergent replant procedure at Mass General during my fellowship at Harvard. I was

operating by myself, trying to stabilize the anatomy while wrestling this gigantic machine. My concentration is in hand, so deploying an 800 lbs device to image these small, intricate bones seemed counterintuitive. I have a background in electrical engineering, so I started researching x-ray machines and the components and felt there had to be a better way. That's what led to my design for the Micro C.

As we started solving the power, safety, and regulatory challenges presented by the distal extremity problem, we discovered that OXOS could also apply those solutions to general radiography. With two thirds of the world lacking access to medical imaging, OXOS has an opportunity to open access to these life-saving technologies, changing the way we deliver medical care across the globe. As a surgeon, it's incredibly exciting.

Medgadget: What challenges did you encounter while developing a miniaturized X-ray system?

Evan Ruff: Oh, yeah, well... quite a few. So, there's an entire technical set of challenges around generating that much energy in such a small space. The problem is, how do you make a 60,000-volt pulse in someone's hand and then manage to get all that heat out of there. In addition to the highly volatile electrical pulses, you've got radiation going everywhere, so how do you shield the emission without the thing weighing 400 lbs. Those were hard, but then, you've got all the safety and regulatory issues.

Essentially, you've built an ionizing radiation gun, and you don't want people accidentally emitting radiation all over the place. The challenge then becomes how do we make sure the emission is safe and that the energy is used to create clinically relevant images. That's when we came up with the idea of the positioning system. The positioning system is the core OXOS intellectual property, and it describes how to make sure the user can only emit radiation when the device is in a safe orientation. We do these computations in less than a millisecond, allowing us to do live x-ray imaging, making the fluoroscopic approach obsolete.

Once OXOS tested the system to sub-millimeter accuracy, we started building on the concept. What other safety and quality systems can we create with all that positioning information? That's how our team came up with the sensor-based, AI-powered dose determination engine, as well as new technologies built around improving image quality for less radiation. It's revolutionary in the radiographic space.

Medgadget: Please give us an overview of the Micro C system and its uses.

Gregory Kolovich: Micro is a six-pound emitter paired with a digital 6" x-ray cassette. The device allows for capturing the distal extremity from the shoulder to fingertips and knees to toes. I use the device in both surgery and the clinic. In surgery, the agility is excellent for the hard-to-capture views, and in the clinic, having the imaging device right there when I'm doing an exam is terrific. Micro C makes me a more efficient surgeon. Also, when I'm going to our satellite clinics, I'll take it with me; that way, I know I'll have the right modality as soon as I arrive.

One huge benefit is our DDR imaging. Evan sort of mentioned it, but as a clinician, this is so useful. DDR is dynamic digital radiography. DDR works a bit like fluoroscopy, like a live x-ray, but with much higher clarity. Because of our low radiation and super-fast x-ray tube, Micro C can create a live x-ray video, where every frame is a clinically relevant image. Micro C allows me to take a live DDR and then move through each frame to nail the diagnosis. DDR also lets me do motion studies and guided injections right in my clinic. It's incredible.

Medgadget: Are there any radiation concerns associated with the system? How does it compare with conventional X-ray systems in this context?

Evan Ruff: It's a very low-dose device. The system produces 80% less radiation than existing systems. To put that in perspective, if an operator used the Micro C all day, every working day for a year, they would have exposed themselves to less radiation than an international flight.

Generally, radiation-emitting devices produce what's called a "scatter cloud," which is defined by the area in space around the device that is exposed to any measurable quantity of radiation. Standard C-arms and incumbents have radiation scatter cloud radius of about 6–24 feet. The radiation scatter cloud from the Micro C is only three feet, so if you're more than three away from the Micro C, there is no measurable exposure.

Medgadget: Is the Micro C in use at present? How have patients and clinicians found the system?

Gregory Kolovich: Yes, the rollout of the system has been very, very strong. We have only been in the market since July and are installing devices as fast as we can. So far, we've had the device used everywhere, from urgent care to ortho clinics, even on the sidelines of both college and professional football. Seeing the anatomy is just so important, and doctors love using the device because it gives them so much control over their most used imaging modality.

The feedback from patients is even more exciting. As a physician, I knew that I would love using a Micro C, but patients love the device. First, they don't have to go to another area, wait again for images, and then wait AGAIN to see me. I come into the room and can do the entire exam without interruption, so they like that. The other thing they respond to is having that real-time collaboration with the doctor. When I use a Micro C and image a patient, we can see the image instantly, together. When I give them the diagnosis, show them their improvement in joint mobility, or even do an injection, they're involved in the care process, which creates more trust between the patient and provider. It's great.

<https://www.medgadget.com/2021/11/a-handheld-x-ray-system-interview-with-evan-ruff-and-gregory-kolovich-co-founders-of-oxos-medical.html>

This 2021 Clio Entertainment Gold winning entry titled 'Da 5 Bloods - Video' was entered for Revolution by Design: Emory Douglas x Spike Lee by Gravillis Inc. and Mark Woollen &

Associates, Los Angeles & Santa Monica. The piece was submitted to the medium: Theatrical: Original Content within the entry type: Theatrical and the category: Behind the Scenes. It consists of 1 video and 1 image.

Revolution by Design: Emory Douglas x Spike Lee

Da 5 Bloods - Video

LOS ANGELES & SANTA MONICA

2021

Entrant Company Gravillis Inc. and Mark Woollen & Associates
Medium Theatrical: Original Content
Category Behind the Scenes
Entry Type Theatrical

Credits

Entrant Company	Gravillis Inc. and Mark Woollen & Associates, Los Angeles & Santa Monica
Streaming Network	Netflix, Los Angeles
Creative Director	Kenny Gravillis / Gravillis Inc
Director	Kwaku Alston
Director	Glen Wilson '87
Editor	James Nelson '88
Producer	Michael Rainin
Creative Director	Norell Giancana / Netflix
Creative Director	Scott Mitsui / Mark Woollen & Associates
Editor	Emily Kister / Mark Woollen & Associates
Graphic Designer	John Salazar / Mark Woollen & Associates

<https://clios.com/entertainment/winner/theatrical-original-content/revolution-by-design-emory-douglas-x-spike-lee/da-5-bloods-video-100124>

Twist on tennis gives Columbus-area players a winter platform

Dave Purpura

The Columbus Dispatch

Dec. 30, 2021

Ed Carter '96 and Franz Geiger were state-caliber high school tennis players and All-Americans in college, but the two New Albany residents quickly learned that lineage isn't always a factor when it comes to platform tennis.

"This game does not reward speed," said Geiger, who along with Carter plays for New Albany Country Club. "A tennis shot that would be a winner is not (one) here, especially against good players because they can play it off the screen.

"It's a different sport that way. You have to use a lot more touch and creative shot design in a point. You have to craft a point. In tennis, a lot of times you can move a guy around and hit to open space. Those courts are just harder to cover. Here, you have to communicate a lot more."

Played on a court approximately one-third the size of a regular tennis court and with an aluminum surface, platform tennis has become a winter fixture at seven area country clubs over the past few decades.

Balls can be played off the fence, meaning points can last much longer than in traditional tennis and largely negating the power element benefiting players who can blast the ball past an overmatched opponent.

Platform tennis balls are made of rubber and do not contain air, meaning the game can be played in virtually any weather. Heaters are placed underneath each court to melt ice and snow if necessary.

“I just say it’s a cross between tennis and racquetball because it’s on a court that’s laid out the same way as a tennis court even though it’s shrunken down. You can play the ball off the wall similar as racquetball,” said John Lindaman, who has played for Worthington Hills Country Club since 2011. “There’s a lot of quick darting around, so it gets the body warmed up. It gets addictive pretty quickly.”

About 250 players from Brookside Golf and Country Club, Elysium Country Club, Lakes Golf and Country Club, New Albany, Scioto Country Club, Swim and Racquet Club and Worthington Hills comprise the Central Ohio Platform Tennis Association. There are three levels of teams for veteran, medium and beginning players.

The season begins in early November and continues through early March.

While the COPTA has existed since 2011, Worthington Hills has had platform tennis since the late 1970s. According to longtime club member Jerry Thompson, two courts with wood surfaces were built around 1978, but were unusable within five years because of warping.

New courts were built with aluminum surfaces, and two more courts were added in the early 1990s.

Regulation courts measure 880 square feet – 44 feet long by 20 feet wide – as compared to the 2,106 square feet of regulation International Tennis Federation courts.

“Finesse will just kill (an opponent),” said Scott Gerber, a Worthington Hills player and member of the COPTA board. “There’s not really a great put-away shot. If you pound it and it goes over the screen, you lose the point. There isn’t as much power that comes into play. A well-placed drop shot is a great way to finish a point.”

That is a lesson Carter, a 1996 graduate of Columbus Academy who was Division II state runner-up as a senior and a first-team All-American three years later at Arizona State, laughingly said he still is trying to learn.

“It takes an adjustment. There’s a lot of guys who play this who don’t have the tennis background,” Carter said. “As long as they have the hand-eye coordination, that could be an advantage because the strategy in many respects is a little simpler (than traditional tennis).”

Geiger was Class A/AA state runner-up in singles in 1984 as a senior at Ottawa Hills before playing at Michigan.

“Basically, everybody out here is an old tennis player for the most part,” Worthington Hills player Lance Thompson said. “But they like this now.”

<https://www.dispatch.com/story/news/local/communities/2021/12/30/tennis-twist-on-sport-gives-central-ohio-players-winter-platform-worthington-new-albany/6489934001/>

Courtney Deena '13 appointed to NFHCA Board of Directors
National Field Hockey Coaches Association
Dec 17, 2021 | 2021-2022, News

BROCKPORT, N.Y. — This month, the NFHCA Board of Directors voted to accept the recommendation of the NFHCA’s Diversity, Equity, and Inclusion Committee to appoint Courtney Deena as their representative on the NFHCA Board of Directors.

“We’re excited to welcome Courtney to the NFHCA Board of Directors,” said NFHCA president, Anne Parmenter. “Her energy and enthusiasm not just for coaching and the sport of field hockey, but also for DEI work, will be an essential and welcome addition to our group. She has already given so much of her time and energy to the NFHCA and we are so grateful that she is willing to continue her service to our association and our coach members.”

“I am genuinely honored to be able to serve as the Diversity, Equity, and Inclusion representative on the NFHCA Board of Directors,” said Deena. “I have a deep passion for field hockey and working to ensure that all athletes in our sport feel that they belong while being true to their most authentic self. The NFHCA is an incredible organization that I know is equally committed to creating inclusive environments within our sport where everyone feels that they belong.”

Deena is the assistant coach at Hofstra University in New York and has served in that role since 2019.

At Hofstra, Deena is a member of the Hofstra University Athletics Diversity & Inclusion Committee and the Hofstra DEI Committee called Hofstra 4 All, she also sits on the Hiring Practices Committee. She was the catalyst in the creation of “No Locker For Racism” at Hofstra, a campaign asking student-athletes, coaches, and administrators to take a pledge to eradicate racism in college sports. In November 2020, Deena was also named to the Colonial Athletic

Association's CAA Family — United for Change Executive Committee, as Hofstra's representative.

Deena graduated from the University of Maryland in 2017 where she played for four years on the field hockey team and graduated with a degree in American studies. She is currently pursuing a master's degree in Higher Education and Policy Studies at Hofstra.

In addition to her service on the NFHCA Board of Directors, Deena also sits on the NFHCA Black Coaches Council, the NFHCA DEI Committee, and the NFHCA Sport Development Committee. Deena also was a panelist for the NFHCA's Coaching During COVID panel held in November 2020.

Deena will take her seat on the Board immediately.

<https://nfhca.org/courtney-deena-appointed-to-nfhca-board-of-directors/>

Charleston County's new affordable housing expert discusses the challenges ahead

By David Slade dslade@postandcourier.com

Dec 27, 2021

Post and Courier

Darrell Davis '87 was recruited from Florida this year to lead Charleston County's affordable-housing efforts, and one of his first challenges was finding an affordable place to live.

"After my first interview I started looking around different parts of the county," Davis said. "I knew my family wouldn't be coming immediately so I started looking for a one-bedroom apartment in the \$1,000 range."

His aim was low.

"By the time I did my last interview, every apartment on my list was at least \$1,100 and by the time I got to Charleston they were at least \$1,200, and by the time I was ready to rent, most of them were at least \$1,300," he said.

Davis, Charleston County's new director of Community Revitalization and Housing Affordability, found his own affordable housing miles away, in Summerville.

"I have a pretty good job, a pretty good career and I experienced the challenges of renting an apartment in Charleston," he said. "I can't imagine what many families are going through."

That's not entirely true. Davis can imagine what families are going through because he lived in public housing as a child and he's worked for three decades in urban development, real estate finance and affordable housing in several states.

Before starting his Charleston County job in October, he was director of development for the Miami-Dade Department of Public Housing and Community Development.

Davis joined a county government that's been taking increasing interest in housing affordability despite voter rejection of a tax referendum that could have funded such efforts. In December the county decided to spend nearly \$2.5 million in federal funds to buy 18 vacant houses owned by the Charleston County Housing Authority to keep them from being sold on the open market. The county also laid out plans to require affordable housing on a more than 6-acre property the county owns on the Charleston peninsula.

Charleston County does not own or operate low-income housing; the area's three housing authorities — Charleston, North Charleston and Charleston County — do that. But the county has been exploring ways to create more housing that people with moderate incomes can afford.

The big-picture challenge ahead for Davis and Charleston County will be making it easier for people with different ranges of income, but particularly moderate to middle incomes, to find housing they can afford in a county that includes urban, suburban and rural areas that all have needs.

Davis, whose first visit to Charleston was for his job interview, said he's quickly learned that Charleston's tourism-reliant economy will be part of the challenge.

A tourism-heavy economy creates lots of low-paying jobs but also plenty of demand for expensive homes — many of them for affluent visitors who decided to become part-time or permanent residents.

"It's the city of Charleston that is sort of driving the growth patterns, and as housing gets more expensive more people are pushing out," Davis said.

The area's population has grown explosively, mostly due to people relocating to the area. That's added to demand for housing, and high demand has driven prices up.

"One of the challenges is the number of people coming into Charleston from northeastern cities," Davis said. "They are used to paying more for housing; a lot of them are telecommuting and they are used to making New York or New Jersey money."

"How can we plan to bring the growth in a managed and reasonable manner? That is part of the solution to affordable housing," he said. "Governments can influence the market, but they can't control the market."

Charleston County in 2021 also hired Development Strategies, a company based in Missouri, as a consultant to help develop an affordable-housing plan. Davis' office is involved in that effort.

“The first big push is to complete the affordable-housing plan,” he said. “The data will drive where our focus is.”

Eventually, a key issue will be funding. County Council has been divided on some issues involving housing, and a voter referendum that would have slightly raised property taxes in order to fund housing efforts narrowly failed in 2020.

“No matter if you have a dedicated funding source or not, it’s always hard to raise the money to create affordable housing,” Davis said. “It’s something I’ve done in multiple cities and I think we will be successful here.”

“I’m excited about facing that challenge,” he said.

Davis’ personal experience with housing prices in the Charleston area has not ended. His one-bedroom apartment in Summerville is temporary because his wife and the youngest two of his five children will be joining him.

So the hunt for his own affordable home continues.

https://www.postandcourier.com/news/charleston-countys-new-affordable-housing-expert-discusses-the-challenges-ahead/article_7e472fc4-5495-11ec-975c-8fcbeb0fb345.html

Milbank Successfully Represents Pro Bono Client in Criminal Appeal

December 29, 2021

Milbank LLP received a favorable appeal decision on December 2, 2021, for a pro bono client convicted in 2019 for criminal possession of a weapon in the third degree. New York’s First Department of the Appellate Division, ruling that the trial court erred in dismissing two jurors who had a conversation about the case, granted a new trial and reversed the conviction. The case was referred to Milbank by the Center for Appellate Litigation.

Milbank filed the appeal in July 2021 based on questions related to the weight of the evidence, the trial court’s dismissal of two jurors, and the prosecutor’s misconduct in summation. Following the prosecution’s response, the Milbank team filed a reply brief in October focusing on the erroneous juror discharge.

Sandhya Ramaswamy '12, a second-year Global Capital Markets associate, argued the case in court. She was supported in preparing her oral and written arguments by Litigation & Arbitration partner Aaron Renenger and associates John Estep and Julia Duke.

Milbank regularly assists the Center for Appellate Litigation, the Office of the Appellate Defender and other organizations with pro bono criminal appeals.

<https://www.milbank.com/en/news/milbank-successfully-represents-pro-bono-client-in-criminal-appeal.html>

Columbus painter Alice Schille's story told in new documentary, 'Cactus Tree'

Peter Tonguette

The Columbus Dispatch

Oct. 14, 2021

Filmmaker Kurt Vincent grew up in Bexley, went to school at Denison University in Granville and, after a stint in Brooklyn, is now back in Ohio.

Until a few years ago, though, he had never heard of one of Columbus' most prominent artists, Alice Schille.

The painter, who was born in 1869 and died in 1955, balanced a day job teaching at the Columbus Art School (now the Columbus College of Art & Design) with a globe-trotting career as a watercolorist. She was widely acclaimed in her day before falling off the radar of art historians.

In 2018, Vincent attended a Christmas party at Keny Galleries, the German Village gallery run by brothers **Jim '73** and **Tim Keny '73**. The siblings' family has had a connection with Schille going back generations; their grandmother and their mother sat for portraits by the artist, and, as gallerists themselves, they have sought to raise her profile with exhibitions and scholarship.

At that Christmas party, Vincent — whose brother Kendrick is married to Tim Keny's daughter Carey — spotted a watercolor that grabbed his attention. The artist: Alice Schille.

"I felt this power in this painting, and when I found out that it was (by) somebody who grew up five minutes from where I grew up, I was like, 'Oh my God,'" said Vincent, 38. "We went over to it, and (Jim) just started telling me the story of Alice Schille."

Upon leaving the party, he told his partner and fellow filmmaker, Irene Kim Chin, that there might be a movie in the story of the Schilles and the Kenys.

"It was a few days later that he broached the idea of: 'You know, I've been thinking about this artist and thinking about your family and the gallery ... and we would like to do a film on it,'" said Jim Keny, 65.

The resulting documentary, "Cactus Tree," will premiere Oct. 14 at the Columbus Museum of Art. Vincent and Chin co-directed the film, which will also be shown on WOSU-TV on Nov. 12.

The half-hour film — whose title refers to a Joni Mitchell song the filmmakers were inspired by while working on the project — sketches a biographical portrait of Schille through the voices of Jim Keny and his daughter, Tara, an up-and-coming curator who collaborated with her father on a well-received 2019 exhibition at the Columbus Museum of Art, “In a New Light: Alice Schille and the American Watercolor Movement.”

Much of the documentary was filmed in the run-up to that exhibition.

“We were in the middle of conceiving the exhibition when they first approached us,” said **Tara Keny '03**, 36, who now resides in Italy and works as a translator for the Easton Foundation, dedicated to the work of French-born artist Louise Bourgeois. She contributed significant archival research on Schille that informed the exhibition.

“We felt like (the exhibition) was kind of our baby,” Tara Keny said. “The more I got to know Kurt and Irene, and saw how passionate they were about Schille and also the gallery, it became really fun.”

Vincent said that, instead of simply recounting the bare facts about Schille’s life, he wanted to make a film that reflected the Kenys’ belief in, and advocacy on behalf of, her work.

“We make films about people, really,” Vincent said. “We knew that if we were to make a film about Alice Schille, it had to involve characters that we connected with. We’re not art historians, and we have no interest in being humanities scholars.”

Chin said that she, too, was drawn into the story as much by the Kenys.

“There was something about their story and the father-daughter relationship that I thought could be really compelling,” said Chin, 36.

Both father and daughter were pleased when they saw the final film, which received support from the Columbus Foundation and individual donors. An all-local crew was used in its making.

“(Vincent and Chin) were very private about the film, and we had no say in how it was done,” Tara Keny said. “I was so moved by how they captured my relationship with my dad and also just my family in general.”

<https://www.dispatch.com/story/entertainment/arts/2021/10/10/columbus-painter-alice-schilles-story-documentary-cactus-tree/6008938001/>

The 10 best romance novels of 2021

By Maureen Lee Lenker

December 10, 2021 at 10:00 AM EST

Entertainment

While so many of us had high hopes for 2021 to be a better year than 2020, it was just as much of a rollercoaster, if not more.

This year, perhaps more than any other, it was difficult to feel hopeful in the face of setbacks on a global scale. But still, we looked for things to put smiles on our faces, to touch our hearts, and to restore our sense of optimism. Nowhere is that more feasible than in the pages of romance novels.

The promise of a happily-ever-after is something we don't get in real life — but it's always there on the pages of these novels that sustain us, entertain us, and most of all, remind us there's always hope to be found if you look hard enough. Here are our top 10 romance novels of 2021 (in no particular order).

Shipped by **Angie (Hockman) Thomas '01**

Angie Hockman made her debut early in 2021 with this workplace-travelogue romance that is deceptively emotional with its patina of a tropical setting. Workaholic Henley Evans is obsessed with getting a promotion, but things get complicated when it requires her to go on a cruise of the Galapagos with her work nemesis, Graeme Crawford-Collins. The two have instant chemistry and banter worthy of a first-rate screwball comedy, but it also grapples with themes of grief, work-life balance, and the risks of opening yourself up to love. Hockman gives readers a literary vacation of the highest order with all the oomph of her emotionally affective storytelling.

<https://ew.com/books/best-romance-novels-of-2021/>

Nonprofit executives are using photography to connect with community

Katy Smith

Columbus CEO

Nov. 16, 2021

Journalists have a term for the everyday voices in our stories: “real people,” or RPs. They’re people we hope readers can relate to—they’re not “officials,” or talking heads, or studies that draw conclusions about real people, who we seldom meet in the studies.

We consider it especially important to include RPs in stories about community need—hunger, homelessness, addiction, evictions. They help readers connect with their neighbors, with their family members, who are facing major obstacles, instead of imagining it's “other people,” in other communities, affected by those issues.

The same could be said of the people who run our social services organizations. They are chief executives who get paid what some would say is a lot of money (though it’s a pittance compared with their private-sector counterparts) to guide organizations that help people in

times of great need. Readers and the general public might imagine them as suits at the top. But they, too, are people, and on the balance, they're engaged in the work with their whole hearts. They're mission-driven. When clients are in pain, they feel that pain.

Getting to know the RPs who serve as our Columbus nonprofit executives is the mission of a project by photographer Tariq Tarey and **Michael Corey '01**, executive director of the Human Service Chamber of Franklin County. They've set out to capture portraits of some 136 local executive directors and CEOs, and the results so far are powerful.

At first, the idea was simply to create consistent, high-quality photos of local nonprofit executives for the Human Service Chamber's website and marketing materials, Corey says.

"Then Tariq had the masterstroke of thinking about how we can tell the story of the humanity of these nonprofit CEOs, 19 months into the pandemic and counting," Corey says.

Tarey, a well-regarded creative and video producer who calls himself a visual ethnographer, is himself a member of the nonprofit community as director of refugee services at Jewish Family Services. As of Oct. 21, he'd spent three Fridays taking photos of for the project, making for each executive a traditional headshot, a full body image, and a photo of them wearing a mask.

"Nonprofits do such an amazing work," Tarey says. "But they never shine—their websites, their CEOs' photos—they're not into marketing, they help humans, right? So I always wanted to lend a hand, and the small talent that I have is to give people the proper [professional-looking marketing materials]."

Tarey and Corey could see the project becoming something much more than marketing materials.

"In the aggregate, they tell a really interesting, and I think powerful story about these very diverse leaders who are doing very diverse work," Corey says. "Just seeing how our CEOs are expressing themselves right now and how they look after 19 months of what has been a traumatic stretch in their lives, in our communities, in our country's life, is just a beautiful illustration of what I think is the best of who we are."

<https://www.columbusceo.com/story/business/briefs/2021/11/15/photography-project-captures-humanity-columbus-nonprofit-execs/8622975002/>

Stax Acquires CardX: An Automated Surcharging Platform
November 30, 2021
by Jesenia Vargas

The acquisition of CardX, an automated surcharging platform, makes surcharging more transparent for U.S. merchants and cardholders.

We are thrilled to announce our acquisition of CardX, one of the most innovative surcharging platforms in the nation. CardX is known for its fully compliant technology and expertise in integrated surcharge automations.

Stax + CardX will give merchant customers an easy way to accept credit cards at 0% cost while eliminating the compliance risks and operational headaches that merchants have often associated with surcharging. CardX's pursuit of transparency in the payments and surcharging industry has directly shaped major state law changes in Oklahoma, Kansas, and Colorado.

"We have a passion for making the payments experience easier and more effective for our customers and the same values define the CardX team," said Suneera Madhani, founder and CEO of Stax. "As payments become more complex, businesses are looking for a trusted partner to guide them. That's where we come in – we're actively working to eliminate friction between businesses and the customers they serve. Now, with CardX, we're able to more easily help businesses navigate surcharging and be more transparent with cardholders."

Now an even more comprehensive payment technology provider

Our commitment to improving the payment experience for merchants and cardholders is backed by this deal being Stax's third acquisition of 2021. Here are a few of our favorite benefits of bringing CardX into the Stax.

Greater revenue opportunity: More accessible surcharge capabilities open up opportunities to expand payment types without the need for increasing service and product prices.

Ability to easily accept more payment types: Less friction means more time growing your business.

Cost savings and better customer payment experience: A true win-win.

"As surcharging becomes the market norm in the U.S., it's important that merchants choose a partner that enables them to succeed across compliance, ease of use, and the cardholder experience," said **Jonathan Razi '08**, CEO of CardX. "Just as my original vision for CardX was to eliminate manual adjustments and deliver a frictionless, turnkey solution, this partnership means that businesses will not only be able to reduce costs, but also modernize every aspect of their accounts receivable process.

We're thrilled to join the Stax family, merge the best of our capabilities, and deliver an outstanding all-in-one value proposition for our clients."

<https://staxpayments.com/blog/stax-acquires-cardx-surcharging-platform/>

From online auto sales to ongoing cybersecurity threats, this is what's ahead for dealerships in the new year.

January 04, 2022 11:32 AM

The Automotive News

Lindsay VanHulle

Happy new year, readers.

The industry will contend with the same challenges it did a year ago as the calendar flips over to 2022 — namely, a coronavirus pandemic that continues to produce variants and a shortage of microchips that has slashed production of new vehicles.

While those macro conditions persist, they continue to influence auto retail. In 2020, dealerships scrambled to turn on digital sales tools and spin up concierge services for fixed ops when the pandemic shut down physical operations. In 2021, the word "omnichannel" — the technology and processes aimed at providing a seamless buying experience for consumers whether they shop online, in-store or in some combination of the two — often was at the center of conversations about digital retailing, as many dealerships refined their sales processes to give consumers more choices and convenience.

I chatted recently with several people across the industry, from dealers to consultants, about their thoughts on the trends for dealerships in 2022. Their theories include:

Online transacting will evolve, and it will be important to use technology to build trust with consumers. That could mean a continued focus on blending the online and offline shopping experiences or a transition toward a single-point-of-contact sales model, said David Kain, president of Kain Automotive, a dealership training company.

He added that consumers aren't looking for the fastest possible purchase but rather want a transparent experience in which the information the dealership provides matches their own research.

Fixed ops also may benefit from improved technology, said **Rick Ricart '98**, president of Columbus, Ohio-based Ricart Automotive Group. One area that could be top of mind? Streamlining appointment scheduling tools with other customer-facing components of the service department, such as helping customers understand what needs to be repaired and allowing them to electronically pay for the work.

Build-to-order sales models will continue, at least for now. Some automakers have dipped into their order banks to help customers find vehicles they're looking for amid a shortage of new models on dealership lots. The practice has helped buoy sales during the inventory crunch, but U.S. consumers historically have been able to purchase and drive off in a new car on the same day.

When vehicle supply improves, "will this situation really train them to be patient and wait? I don't know about that," said Michelle Krebs, executive analyst with dealership technology company Cox Automotive.

"They're doing this out of necessity right now, but will they do this long term?" she said. "We might not know the answer to it for a while."

The industry will need to stay vigilant against cyberthreats. Dealerships will need to comply with new and tighter data security and privacy requirements, from the federal Safeguards Rule to more state-level laws giving consumers more control over how their personal information is used. And dealership cybersecurity consultants have told me that hackers are getting more sophisticated in their attacks, meaning dealerships will need to stay on guard.

<https://www.autonews.com/retail-technology/retail-tech-trends-watch-2022>

Ricart Automotive acquires Dan Tobin's Dublin area dealerships

By Dan Eaton – Staff reporter

Columbus Business First

Dec 14, 2021, 6:31am EST

Ricart Automotive is expanding to the Dublin area.

The Central Ohio auto dealer has acquired the Dan Tobin Dealership Group and its two stores along Billingsley Road. That change is effective as of Tuesday.

"This has been on our radar for a few years," President **Rick Ricart '98** said. "It's a deal that made all kinds of sense for us."

The deal, terms of which were not disclosed and does include the real estate, means geographic and manufacturer diversification for Ricart.

It gives the dealership a footprint in the Dublin area, across town from its automall complex near Groveport.

"We've never had a presence in (Northwest Columbus)," Ricart said. "This will allow us to better service our customers in that area."

The deal adds the Chevrolet, Buick, GMC and Hummer brands to the portfolio of manufacturers Ricart already represents alongside Ford, Hyundai, Kia, Mitsubishi and Nissan.

The group does have some past experience with General Motors brands, having run a Chevrolet dealership in Whitehall from 2003 to 2009.

Ricart said the addition of all-electric Hummers adds to the company's focus on increased electric vehicle sales and education. He also sees a greater opportunity to do more business-to-business and fleet sales from those dealerships.

"That's an area where we have a lot of experience," he said.

Dan Tobin is retiring.

"It's an honor to be passing on my legacy to Ricart Automotive, another local, family-owned operation," Tobin said in a statement. "When evaluating who would take over my dealership, it was extremely important to me that it would be another local business owner with the same love for Columbus and its people."

Tobin opened what is now the Buick GMC store in 1998, though he has been in the local dealership world since the late 1970s. The Chevrolet business was added in 2015. Tobin remodeled and expanded those dealerships in the past six years.

"These are the finest facilities that we will own," Ricart said. "We have no plans to move or make any changes to the current showrooms and service."

A building on site that currently is dedicated to the used car business could become the hub for commercial and fleet sales in the future, but other than that, no major changes are planned for the two stores.

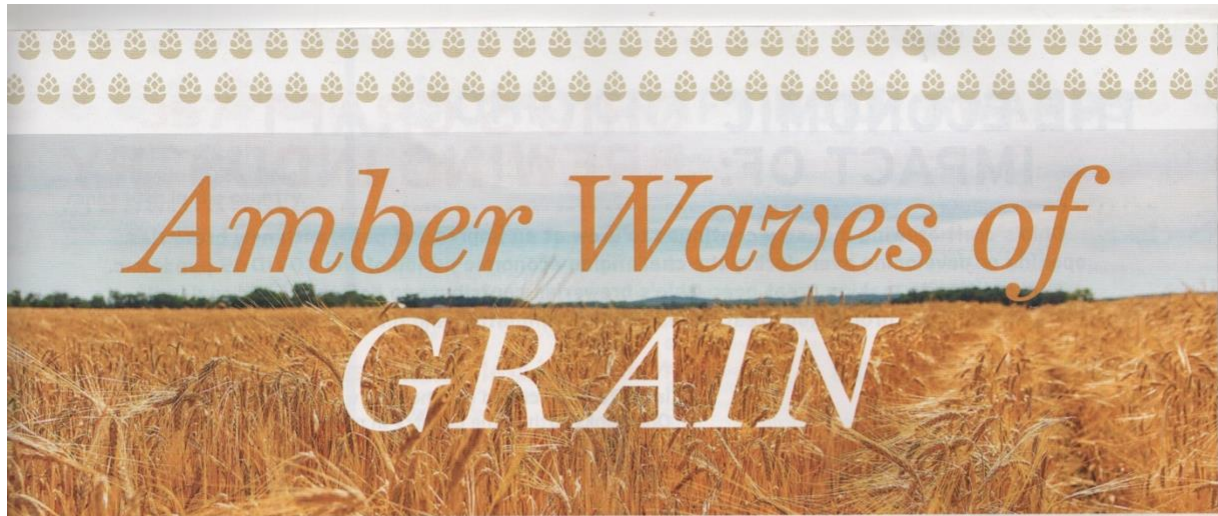
The dealership names will change to Ricart on Tuesday, but the company said all current employees will have the opportunity to stay there under the new ownership.

Current Executive Manager Jimmy Snyder will continue to lead the former Dan Tobin stores, a role he's been in for the past 11 years.

Tobin employs approximately 120. Ricart employs 550 prior to the acquisition.

https://www.bizjournals.com/columbus/news/2021/12/14/ricart-automotive-acquires-dan-tobins-dublin-area.html?utm_source=st

Vic Thorne '92 discusses the history and rejuvenation of Ohio grown malts in craft beer brewing, in *Ohio on Tap*.



Amber Waves of GRAIN

DRINK BEER GROWN HERE.

By David Nilsen

Ohio maltsters have been supplying craft brewers for several years, but great malt isn't new to the state. According to Victor Thorne, CEO of Marysville's Origin Malt, Ohio has a long history of producing great malt that is now being revived.

"In 1900, there were over 4,000 breweries in the United States, and four of the six largest malting plants for serving those brewers were in Ohio," he explains. After the repeal of Prohibition, malt production moved to the western plains and Canada. Origin and other malt providers like Rustic Brew Farm, Haus Malts and West Branch Malts are putting the Buckeye State back on the map for quality brewing malt.

The first beer Thorne tasted that was brewed with his malt was Cover Crop Beer from North High Brewing Co. in Columbus, a blonde ale brewed in collaboration with the Ohio Farm Bureau that also used Ohio-grown corn and Centennial and Cascade hops from a variety of farms around the state.

"To see that coming off the shelves and selling out their initial batch, it was really validating," says Thorne.

Origin will soon build a new, larger plant in Marysville to process malt from several states, including their proprietary Puffin barley variety.

"We want to do this in a way that doesn't put a huge burden on craft producers by increasing their cost of doing business," he explains. "We want to commit to the economies of scale so that we can compete on our merit and our stories and quality and not let high cost be an inhibitor."

In 2020, Wolf's Ridge Brewing in Columbus released Heartlandia, an easy drinking lager brewed with malts from Origin Malt and Cleveland's Haus Malts, and Willamette hops from Zachrich Farms in Mechanicsburg.

The Brew Kettle, Market Garden Brewery, Bookhouse Brewing and others have also started sourcing Ohio-grown ingredients, including hops from Barn Talk, a family-owned farm that planted its hops in 2013.

Little Fish Brewing Co. has been using many Ohio-grown ingredients since opening, and even grows some hops of its own on-site at the Athens brewery. Little Fish recently

partnered with Land-Grant Brewing Co. in Columbus on Field to Fjord, a "Nordic Pilsner" brewed with Pilsner malt and blue corn from Haus Malts.

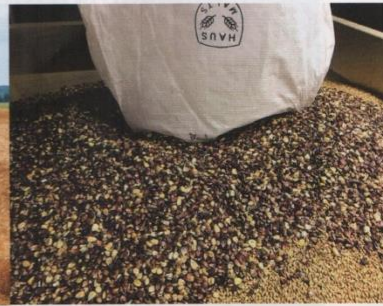
"That story of where things come from and the individuality of it is really interesting to me," says Sean White, co-founder and head brewer of Little Fish, on why his brewery prioritizes Ohio ingredients. About 90% of Little Fish's malt is now from Ohio. "Having those ingredients processed locally and keeping the supply and distribution chains shorter also wastes less fossil fuel."

As Ohio's malt revival continues, be on the lookout for more beers made with locally grown ingredients.



TOP: Fields of Puffin barley flourish at Origin Malt.
BOTTOM (LEFT TO RIGHT): Barley shifts to malt at Rustic Brew Farm. From seed to harvest, it's a team effort at Origin Malt. Haus Malts' corn is used to flavor the Sullen Arrow saison at UnHitched Brewing Co.

ORIGIN MALT, ORIGIN MALT, RUSTIC BREW FARM, UNHITCHED BREWING CO., UNHITCHED BREWING CO.



In Memory

Theodore S. Hoster '62 With great sadness we report that we lost Ted December 30, 2021. He entered the hospital with lymphoma in November 2021. Ted was devastated by the loss of his wife Linda in 2018. Last year he had been very happy planning his wedding to his new love Barbara Kiernan. Ted was full of life and had a very optimistic approach to it. He will be greatly missed.

Children: Matt, b. 1978; Ryan, 1980

Grandchildren: Hayden, b. 2009; Jake, 2011; Hunter, 2013; Riley, 2015

Brother: Stephen M. Hoster, Class of 1960

Ted majored in Politics at Princeton University and was a Naval Aviator for three years after graduation. He went on to graduate school at Amos Tuck and settled into a career in finance. After he married Linda Trapp in 1975, he decided working for other people was not for him. He went on to have a rewarding and enjoyable life running enterprises he invented. About ten years ago he and Linda moved to Colorado to be near their son Matt.

He enjoyed skiing and hiking in the Rockies, and bike rides on the Highline Canal trail, which winds from the Front Range to Colorado's eastern plains. This canal just happens to run close to his house. He enjoyed Colorado Symphony concerts.

When Linda died of cancer, someone sent him some wind chimes which he hung outside to remind him of her. He suggested that his Princeton classmates whose spouses had died do the same. A Class of 1966 fob was created to hang from the wind chimes. Ted implemented this all by himself and would be informed when he heard of the death of a spouse or partner, and then send them the chimes with a special letter of condolence.

Ted lived his life with gusto and with a sense of humor. He was perpetually upbeat, even in the face of life's challenges. His ready laugh was a constant.

Services are being planned for later in the Spring.

Dr. George Michael Hannah '65, D.D.S., age 73, of Whitewright, Texas, will be held at 12:30 PM Monday, January 11, 2021 in Wise Funeral Home Chapel. Burial with military honors will follow in Fairview Cemetery in Ravenna, Texas. Dr. Hannah passed away on Sunday, December 27, 2020 at Medical City of Plano.

Dr. Hannah was born May 19, 1947 in Dayton, Ohio, the son of George Michael Hannah and Mildred Spencer Hannah. He was a US Army veteran who served during the Vietnam War. He enjoyed old cars and participating in a prison ministry. Dr. Hannah was a dentist for many years and was the owner and operator of his own Dental Office. He was preceded in death by his father.

Left to cherish his memories are his wife, Cindy Davis Hannah of Whitewright, TX; mother, Mildred Spencer Laws of Ohio; three sons, George Michael Hannah, Jr. of Plano, TX, John Matthew Hannah (Paige) of Frisco, TX, Stephen Andrew Hannah of Plano, TX; three stepsons, Christopher Churchman (Kelly Jo) of Fort Worth, TX, Brandon Churchman of Fort Worth, TX and Alexander Churchman of Rowlett, TX; half sister, Marla Walsh-Farmer (Michael Dean) of Calif.; 5 grandchildren, Joshua of Plano, Matthew and Jaiden of Frisco, Alexis of Quinlan, TX and Gabriel of Plano; and the mother of his children, Angie Hannah of Plano, TX.

The family will receive friends at Wise Funeral Home from 11:00 AM until service time, Monday, Jan. 11, 2021.

<http://www.legacy.com/funerals/wise-bonham/obituary.aspx?n=dr-george-michael-hannah&pid=197458993>

Miner (Mike) Seymour '67, an affable designer/builder and family man known for his sense of joyful creativity, died on July 9, 2021 in Newton, Kansas after six years of progressive dementia. He was 72. He was born in Columbus, Ohio on Valentine's Day, 1949, to Miner W. and Anne Rutherford Seymour. He graduated from Columbus Academy in 1967 and Vanderbilt University in 1971. He attended Bethel College Mennonite Church.

Miner's first job in high school was working below the deck on the S.S. Badger, the last coal-fired passenger/car ferry steamship operating in the U.S. The Badger crossed Lake Michigan to Wisconsin twice a day. After graduating from college, he worked in the field of medical economics, then went on to pursue his interest in architecture.

After meeting Valetta Goering over a pair of broken eyeglasses in a medical clinic in Columbus, Miner followed her to the Pacific Northwest where they married, and he studied architecture. In 1985, they returned to Valetta's hometown of Moundridge, Kansas, where he built their family home and welcomed their only child, Kate. Over the years, he put his design and construction skills to use with a focus on environmentally sustainable home design. He also helped build homes for Mennonite Disaster Service and Habitat for Humanity.

The essence of Miner was his cheerful imagination. He remained playful throughout his adult life and delighted in helping others find similar joy. At one point, he created a sand beach at the edge of the family apple orchard for nights around the bonfire and soaks in the stock tank "swimming pool" with friends.

Miner's creative drive led him to study art and poetry as an adult at Bethel College, graduating with a bachelors degree in 1990. In 1992, Miner started a concert series called "Old Settlers Inn" which attracted singer-songwriters from all over the country performing sold-out shows for 17 years. Old Settlers Inn concerts are still aired on KMUW's New Settlers Radio Hour.

Miner's fondest memories centered around his family's 115-year-old cottage on Lake Michigan where he spent every summer of his life enjoying water sports, building sand castles and skipping rocks with Kate and other children, and enjoying sunsets over the lake.

Miner was preceded in death by his parents along with his only two siblings, Emily Berand and Nancy Billington, and his brother-in-law, Howard Knight. Survivors include his wife, Valetta, daughter, Kate Seymour, son-in-law, Todd Lawrence, granddaughter, Ruth Seymour, sister-in-law, Wanda Knight, brother-in-law, John Berend, and seven nieces and nephews.

A celebration of life is planned for July 28 at Bethel College Mennonite Church at 10:00 AM to honor Miner, who never let go of the thread.

Donations can be made to The Land Institute and Mennonite Disaster Service in care of Petersen Funeral Home.

<https://www.legacy.com/us/obituaries/thekansan/name/miner-seymour-obituary?id=20695758>

Daniel Archiebald Carmichael III '68, of Cedarville, Michigan, passed away unexpectedly on November 3, 2021 in Scottsdale, AZ. Dan was born on June 8th, 1950, in Columbus, Ohio to Daniel Jr. and Patricia (Teachnor) Carmichael. Dan grew up in the Columbus neighborhood of Bexley, and was first introduced to the Les Cheneaux Islands through visits to a family friend's summer cottage. It was during one of these trips that he met his future wife, Sally; the two of them immediately formed a special bond and knew they were destined to be together. After studying architecture at Ohio University for four years, Dan transferred to Michigan State University where Sally was attending. In 1972, they moved north to Cedarville to start a life together in the area they both so cherished. With the simple goal of "being able to put hot dogs on the table," Dan's concept for a local dock business took form, and Flotation Docking Systems was founded in 1974. Through hard work, dedication, and as Dan would humbly recall, "a lot of luck", the business blossomed, and what started as a small company evolved into a family of its own. Soon after forming FDS, he and Sally decided to get married, eloping January of 1977. Dan always had a fondness for speed, and took a particular interest in snowmobile oval racing. He became a team member of Wahl Brothers Racing out of Greenbush, MN and participated in the winter circuit for many years, including several appearances at the World Championship event in Eagle River, WI. Although Dan loved the sport itself, it was the lifelong friendships formed during this period of his life that truly stand out. Following the birth of Dan and Sally's only child, Cody, Dan began pursuing his pilot's license. He quickly became passionate about aviation, finding particular enjoyment in being able to fly his family to a variety of vacation destinations. He never tired of weaving around fluffy cumulous formations – "Cloud Canyon Cruising" as he called it. Dan was also an avid golfer. Upon retiring in 2011, he and Sally found great pleasure golfing together all around Michigan and, most recently, Arizona. He never cared to keep score, and was just as content spending hours on a range as he was actually being on the course. When not golfing, Dan could be found in the woods of Marquette Island "playing" on his equipment, creating and maintaining an elaborate trail system, tinkering with model

railroads, fixing something, or simply working through his never-ending list of projects. Dan is survived by his wife, Sally; son, Cody (Teresa) of Cedarville; sisters, Sally Merrick of Dublin, OH, and Tracy (Michael) Rand of Sharon, CT; as well as numerous cousins, nieces, and nephews. To honor Dan's wishes, a memorial service will not be held. In lieu of flowers, the family requests donations be made to Clark Township Fire Department and Ambulance Corps.

<https://www.dispatch.com/obituaries/b0056642>