

III | NORTHWESTERN STATE



A MESSAGE FROM PRESIDENT JAMES T. GENO VESE

September 20, 2026

Dear Faculty and Staff,

This week provided several meaningful opportunities to share Northwestern State's vision, strengthen relationships throughout our region and highlight the many ways our university serves students and communities. I appreciate the faculty, staff, alumni and friends whose dedication continues to advance our mission and extend NSU's impact across Louisiana.

Sharing the Vision for Innovation Park

On Monday, Martha had the opportunity to share the vision for the LSMSA/NSU Innovation Park with the Lesche Club in our community. Members were excited to learn more about this innovative project and the many ways it will bring education, business, innovation and community partners together to create new opportunities for Natchitoches and the surrounding region. Innovation Park will serve as a regional hub for entrepreneurship, collaboration and workforce

development while providing valuable resources for businesses, schools, nonprofit organizations and aspiring entrepreneurs. We appreciate the opportunity to discuss the progress being made and the promising future this project represents for our community.

NSU Means Business Lunch & Learn Supports Military-to-Business Career Transitions

Northwestern State hosted an NSU Means Business: Beyond the Brick Way Community Lunch & Learn on Monday at the NSU Leesville/ Fort Johnson Campus. The session, “Transitioning from a Military to a Business Career,” focused on helping service members, veterans and their families translate military experience into business ownership, entrepreneurship and career opportunities. Special thanks to NSU alumna Beverly Armstrong, Lt. Col. (Ret., USAF), with the Armed Forces Community Business and Entrepreneur Network, for returning to NSU to share information about resources and opportunities available to military-connected entrepreneurs. She was joined by veteran and business owner Alex Hamilton of Tamma Slamma Hotdogs, known as “The Hot Dog Guy,” who discussed his entrepreneurial journey and experience working with the network. The next Lunch & Learn will be held Oct. 5 in Natchitoches. Admission and lunch are complimentary, but registration is required. Click [here](#) to learn more and register.

Local Community Engagement

On Tuesday, I traveled to Many to speak to the Vulture Club. My thanks go to Pete Abington for the invitation. This long-standing social organization includes many loyal NSU alumni and supporters who care deeply about Northwestern and its continued success. The gathering provided an excellent opportunity to share updates on enrollment,

academic programs, facilities, athletics and other university priorities. Just as importantly, I enjoyed hearing directly from community members about Northwestern's impact across Sabine Parish and the surrounding region. These conversations help us remain responsive to the communities we serve and reinforce the important role NSU plays throughout northwest and central Louisiana.

On Wednesday evening, I attended a special meeting of the local Agitators Club in the south end zone of Turpin Stadium. The evening included an early tour of the David and Sherry Morgan Health Performance Center and a comprehensive update on Northwestern Athletics. I appreciate the club members for including me and for their longstanding friendship and support of NSU.

NSU Participates in 2026 Military Leadership Luncheon

On Thursday, Northwestern State was represented at the 2026 Military Leadership Luncheon hosted by the Bossier Chamber of Commerce in partnership with the Greater Shreveport Chamber of Commerce. The event featured Louisiana Secretary of Veterans Affairs Charlton J. Meginley, Col. (Ret., USAF), who provided an update on his work and discussed opportunities for the Shreveport-Bossier business community to better serve, support and partner with the military community. NSU's participation provided another opportunity to engage with regional business and military leaders while strengthening relationships throughout the Shreveport-Bossier area. Special thanks to Ty Whatley, NSU's Barksdale Air Force Base Coordinator, for representing the University at this important regional event.

Athletics Update

Progress was evident Saturday night in Ogden, Utah, as the Demon football team generated nearly 400 yards of offense in a 49-20 loss at Weber State. Coach Blaine McCorkle was proud of his team's competitiveness and performance over the final three quarters after a difficult start resulted in a 21-0 deficit. Following three consecutive road games, the Demons return home Saturday night to face a talented Southeastern Louisiana team at 6:00 p.m. in Turpin Stadium.

Our volleyball team extended its winning streak to seven matches before falling to tournament host Troy on Saturday. Coach Ben Kaszeta's team defeated Murray State and The Citadel in its earlier matches at the Troy Invitational. Last Tuesday in Prather Coliseum, the Demons swept Louisiana Tech 3-0 to complete a recent run of victories over North Louisiana rivals ULM, Grambling and Louisiana Tech. Southland Conference play begins on the road this week, with matches Thursday at Houston Christian and Saturday at UIW.

The defending Southland Conference champion Demon soccer team also enters league play this week riding a three-match winning streak. The latest victory came Thursday with a 4-2 road win over Grambling. The Demons open conference competition at home against Lamar in a 7:00 p.m. match before traveling to Stephen F. Austin next Sunday afternoon.

The Lady Demon Invitational successfully opened our fall tennis season Friday and Saturday at the Jack Fisher Tennis Complex. Graduate student Zoi Spryrou and freshmen Nico Tigami and Zala Vnuk completed perfect runs through their respective singles draws. Strong competition was provided by teams from Sam Houston, Tyler Junior College and Southland Conference members Stephen F. Austin and Lamar.

Momentum continues to grow around two major initiatives supporting Northwestern Athletics. Tickets remain available for the [Top of the Boot Music Festival](#), North Louisiana's premier music festival, scheduled for October 16-17. The festival will welcome nationally recognized artists and visitors from across the region to our campus for two exciting days of music and entertainment.

Supporters can also participate in the [Rhodes Properties & Development Demon Dream Home Giveaway](#) for a chance to win a newly constructed home valued at \$265,000. Raffle tickets are \$100, and proceeds benefit Northwestern Athletics through the Demons Unlimited Foundation, providing resources that enhance the student-athlete experience across all 14 athletic programs. The winning ticket will be drawn Nov. 6.

Looking Ahead

The NSU Alumni Association's Alumni Connections & Engagement Committee is conducting a Census Project to update contact information for Northwestern alumni. Please encourage the alumni in your family and professional networks to update their information [here](#). Everyone who participates will be entered into drawings for prizes, including a grand prize.

Tickets are now available for the Long Purple Line Luncheon, which will be held October 23 as part of our Homecoming festivities. A complete schedule of Homecoming activities is available on the [Homecoming webpage](#).

I invite our alumni, faculty and staff to join us for the Southeastern Louisiana tailgate on Saturday, September 26. NSU Alumni Association members receive half-price admission to the tailgate. Come reconnect

with fellow Demons and support our football team, band and spirit groups. For information about additional events and activities, please visit our [What's Happening at NSU](#) webpage.

Thank you for your continued commitment to Northwestern State and the students and communities we serve. I hope you will take advantage of the many opportunities ahead to connect with fellow members of the NSU family, celebrate our university and support our students.

Fork 'Em Demons



James T. "Jimmy" Genovese
President
Northwestern State University

Northwestern Now

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