Norma is a senior attending Northwood University in Midland, Michigan completing a Bachelor of Business Administration and dual majoring in Marketing and Management. Her desire to pursue a career in the automotive retail sector was because of the exposure to her fathers' dealership and what she has gained in education and work experience. Norma sees endless opportunities to help change the dealership culture.

Norma is the Public Relations Chair for the 2016 Northwood University International Auto Show. She interned three summers at Escamilla Used Car & Truck Center in Laredo, Texas completing the independent dealership rotation program. Other assignments included learning the finance and insurance process for contracting a customer, rules and regulations for the state of Texas and its dealers, import/export inventory, working with the sales manager to review inventory, buy inventory at auctions, and assist in rotating inventory to improve showcasing to sell vehicles. She was also featured in the September 30, 2016 Automotive News; Leading Women Network as an aspiring automotive dealer owner.

Norma is our recipient of the AWA scholarship, dedicated in memory of Irma R Elder, a female pioneer of automotive dealerships. Her hometown is Laredo, Texas.