

Features

Faculty 'Did You Know': Norm Witek is foot royalty

Adidas shoe named after Brevard College's longest tenured instructor

by **Gretchen Allie**
Staff Writer

As students, we often only see our professors in the classroom, but who exactly are our teachers outside of class? Our professors could tell us some great stories and unusual facts about themselves.

Norman Witek, professor of health and exercise science, has a great story; in fact he has a great shoe that bears his name.

Witek will be starting his 40th year here at Brevard College. He first came to Brevard as the head cross country and track coach, and led BC to win five NJCAA National Cross Country Championships. He has since been inducted into the NJCAA Hall of Fame, the Brevard College Athletic Hall of Fame, and most recently his high school's, Lyons Township, Hall of Fame.

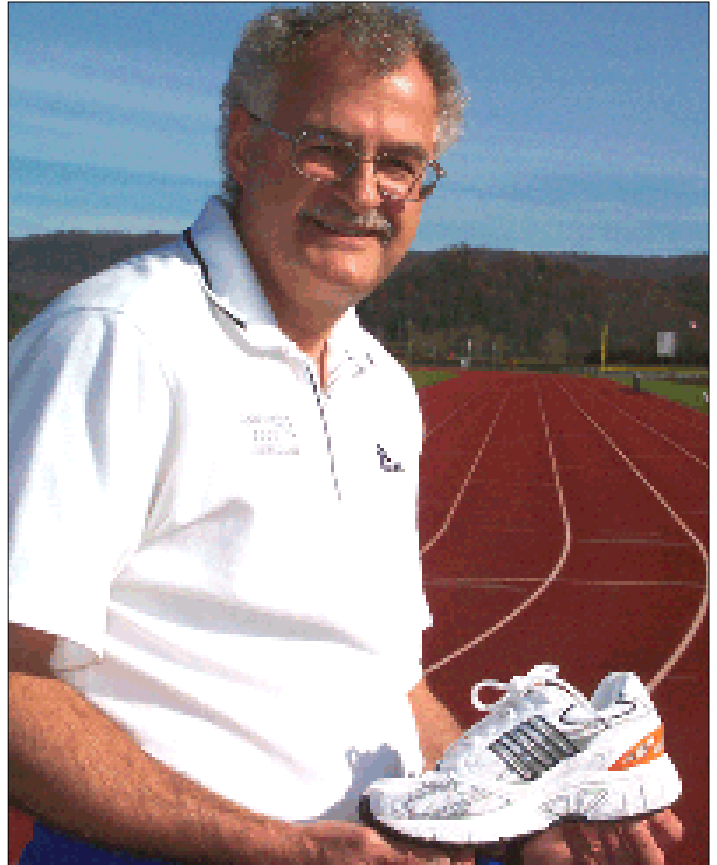
Mikel Peveto was one of Witek's former runners at Brevard. After graduation Peveto eventually became the Senior Product Manager for Adidas World Wide in Germany. Witek runs one of the nation's largest summer distance running camps at Brevard, and is sponsored by Adidas because of Peveto.

Peveto decided to take his senior staff to Brevard for their annual retreat. While in Brevard, they came up with the idea for a women's running shoe. Back in Germany, when they were developing the shoe, they decided to name it Brevard in honor of their experience here.

Years later, after Peveto was no longer the Senior Product Manager, Adidas decided to redesign the Brevard shoe in Europe. Witek said, "She (the new senior manager) called me asking if I would allow them to use the name of Witek for their shoe in appreciation of my contribution to track and cross country."

Adidas later sent Witek twenty pairs of shoes to distribute among his family and President Van Horn. Witek says that the shoes are hard to get in the US and are more of a collector's item. Witek is the only person who has a shoe named after him, and is not a professional athlete. "It has to be one of the greatest honors that I have received" Witek said.

Witek currently has a pair of the Witek shoe that he bought in Germany, in his office. He said, "If anything else, it's a great story to tell my grandchildren."



Norm Witek poses on the BC track with his namesake, an Adidas shoe sold in Europe. photo from brevarddistancerunning.com



Painting IV student Maranda Ashe works on an assignment during class.



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