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**Aug. 23, 2006**

## **UWF COLLEGE OF BUSINESS ANNOUNCES ENTREPRENEUR-IN-RESIDENCE**

**PENSACOLA** - The University of West Florida College of Business has announced the appointment of Rus Howard as entrepreneur-in-residence. Howard is principal of Whitesand Investments, an angel fund in Pensacola that invests in regional high tech and hi-growth companies. He will teach an entrepreneurship course with Richard Hawkins, UWF associate professor of marketing and economics, and help to plan a broader Entrepreneurship Program at UWF over the next two years.

“Rus had truly exhibited leadership with local entrepreneurial efforts,” said Buzz Ritchie, chairman Pensacola Chamber of Commerce. “His commitment to mentoring and supporting others has been both helpful and inspiring.”

Howard earned his master’s in business administration from Cornell University’s Johnson Graduate School of Management, where he focused on entrepreneurship and managing innovation and technology. In 1990, Howard founded Phyton, Inc., a biotech company that manufactures paclitaxel, the active ingredient of Taxol, a multi-billion dollar anticancer drug sold by Bristol Myers Squibb. Howard is a co-owner and officer of Silver Bullet Technology, a software company manufacturing and selling software for the banking and payment processing industry. Prior to that, Howard served as president and CEO of BioWorks Inc., a biotechnology company he founded to develop, produce and sell products that replace chemical pesticides.

The course and program will walk students through the entrepreneur process of idea generation, evaluation and venture creation. Further study will allow students to learn about the development of an elevator speech and the development and presentation of a business plan. Case studies will expose students to various successful business models, as well as require students to evaluate and make recommendations on real business challenges.

“I am very pleased for the opportunity to work with UWF and with Dr. Hawkins,” said Howard. “This program will create excellent opportunities for future entrepreneurs to interact with successful entrepreneurs to learn the tools of success. I also appreciate the seasoned entrepreneurs who have and will help build our budding entrepreneurial community here in Northwest Florida.”

For more information, contact Hawkins at (850) 474-2656 or e-mail [rhawkins@uwf.edu](mailto:rhawkins@uwf.edu).

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