



Nov. 2, 2006

UWF ANNOUNCES \$1 MILLION GIFT COMMITMENT TO COLLEGE OF BUSINESS

PENSACOLA — Bob Kimball, University of West Florida associate professor of Marketing and Economics, has committed \$1 million to the UWF Foundation to benefit the UWF College of Business Scholastic Excellence Awards endowment fund. The gift, which will be funded through annual gifts and, if necessary, through Kimball's estate plan, will sustain scholarships to juniors and seniors with the highest grade point average in each area of the UWF College of Business. The gift commitment was announced Nov. 1.

“Today we celebrate the largest gift commitment made by a faculty member in UWF's history,” said John Cavanaugh, UWF president. “Dr. Kimball originated this endowment fund in 2001 and has generously supported it ever since. Now he has brought his commitment to the next level.”

With anticipated matching gifts from the State of Florida, the endowment fund is expected to grow to at least \$1.6 million.

“I'd like to thank Dr. Cavanaugh and Dr. Ranelli for creating an environment where faculty can reach their full potential,” said Kimball. “In this spirit of partnership, I'd also like to announce the opportunity for an individual or company to match my gift, creating a \$3.24 million endowment in

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their name, which would enable the college to award \$6,500 each to 20 students every year.”

Kimball holds a bachelor’s degree from Ripon College, a master’s degree in business administration from Georgia State University and his doctorate from the University of Georgia.

Kimball is the author of four books, “The AMA Handbook for Successful Selling,” “Selling in the New World of Business,” “The Book on Management” and “The Essence of Marketing.” He has 13 years of experience in marketing and sales with the Coca-Cola Company and seven years with his own firm, The Kimball Organization, specializing in sales and management training.

“After a successful career with Coca-Cola, Bob came to UWF in 1987,” said Ed Ranelli, dean of the College of Business. “Ever since, he has been devoted to educating and mentoring our students. Bob is defined by a deep commitment to teaching and to his students.”

For more information, contact Dean Van Galen, UWF Vice President for Development, at (850) 474-3306 or e-mail dvangalen@uwf.edu.

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