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MEDIA CONTACT:

Megan Gonzalez
Executive Director
University Marketing & Communications
University of West Florida
MeganG@uwf.edu
Office: 850.474.2658
Cell: 850.982.8836

UWF College of Business and Combined Rotary Clubs of Pensacola name 2016 Ethics in Business Award recipients

Pensacola, Fla. – May 2, 2016 – Today, the University of West Florida College of Business and the Combined Rotary Clubs of Pensacola named Dr. Judith Bense and Dick Appleyard as the 2016 recipients of the annual Ethics in Business Award. The two were honored today during a luncheon at New World Landing in downtown Pensacola.

The Ethics in Business Award is given to recognize those who exemplify the concept of “service above self” and work to build a positive sense of self-worth within both the business community and the broader community as a whole. Criteria for the award is based on adherence to the high ethical standards of honesty, integrity and consistency in dealing with employees, contractors and customers, while positively enhancing the economic well-being of the firm’s stakeholders and providing jobs, opportunities and profits.

Bense, president of the University of West Florida, was recognized for the large business sector for organizations with 50 or more employees. Appleyard, president of the Appleyard Agency, earned the honor for the small business sector for organizations with 49 or fewer employees.

“This is the 14th year that the Combined Rotary of Pensacola and the UWF College of Business have recognized community leaders who exemplify ‘service above self’ and the highest ethical standards,” said Dr. Ed Ranelli, professor and dean emeritus for the UWF College of Business. “We are proud to be able to honor two incredible leaders in Judy and Dick with this award.”

Bense, having served at UWF for 28 years, became its fifth president in 2008. Since taking office, she has focused on growth, visibility, enhancing the student experience and partnerships, with the goal of making UWF a first-choice university. She has built a solid network of community partners, identified regional workforce needs, increased student residents and athletic, and strengthened academic programs so that students are prepared for future leadership.

During her time at the University, she founded the UWF Division of Anthropology and Archaeology, the Archaeology Institute and the Florida Public Archaeology Network – all of

which are thriving today. She has a strong commitment to the community and is an active member in numerous local, statewide and national organizations. She serves in strong leadership roles with the American Association of State Colleges and Universities and the National Collegiate Athletic Association.

Dick Appleyard serves as the president of the Appleyard Agency, which has focused on building a brand of honesty, integrity and contribution to community since its inception nearly 60 years ago. Under his leadership, the award-winning agency has expanded to meet the needs of a growing list of clients, consisting of more than 50 local, regional and national businesses.

Outside of the agency, Appleyard is committed to community service. He actively supports several local organizations, including the Waterfront Rescue Mission, the Pensacola Children's Chorus, Sacred Heart Hospital and United Way. He was also a founder and volunteer with Rebuild Northwest Florida, a Pensacola organization formed to rebuild and renovate hundreds of homes damaged by Hurricane Ivan in 2004.

For additional information, visit the [UWF College of Business website](#).

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Please see attached photo of the Rotary Club's Ted Kirchharr, award recipients Dick Appleyard and Dr. Judith Bense, and Dr. Ed Ranelli at the 2016 Combined Rotary Luncheon



About the [University of West Florida](#): Founded in 1963, the University of West Florida is a vibrant, distinctive institution of higher learning with undergraduate, graduate and targeted research programs. With multiple locations in Northwest Florida, the University serves a student population of more than 12,000. Dedicated to helping students realize their full potential, UWF favors small class sizes with quality teacher-scholars who deliver personalized, innovative, hands-on learning and leadership opportunities.