

# MEET The President Of OXENDINE PUBLISHING

**W.H. "Butch" Oxendine, Jr., 41, is president of Oxendine Publishing, Inc., the company he founded 21 years ago. Oxendine publishes three widely read magazines for students and runs the American Student Government Association for SG leaders and advisors**

## Magazine Publishing

He is publisher and editor-in-chief of *Student Leader*, the national leadership magazine read by college leaders at 1,400 colleges and universities. More than 85 percent of these colleges pay to receive their copies. He also publishes *Florida Leader*, the 21-year-old newsmagazine read at 86 Florida colleges; and a high school edition of *Florida Leader*, read at 550 public and private schools.

## Associations

Mr. Oxendine is the founder and executive director of the American Student Government Association (ASGA), the national professional association for collegiate Student Government leaders and advisors (see [www.asgaonline.com](http://www.asgaonline.com)).

## Articles & Interviews

Mr. Oxendine has been published in more than 250 newspapers and magazines. In addition, he has been quoted or interviewed in more than 300 newspapers and magazines, including *USA Today*, *The Wall Street Journal*, the Associated Press, *U.S. News & World Report*, *The Miami Herald*, *The Washington Times*, *The Chronicle of Higher Education*, *College Press Service*, *National On-Campus Report*, *College Store Executive*, *Advertising Age*, *Folio*, *Direct Marketing News*, *The St. Petersburg Times*, *Florida Trend*, *The Orlando Sentinel*, *The Ft.*



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President of Oxendine Publishing, Inc.

*Lauderdale Sun-Sentinel*, and *The Florida Times-Union*, as well as dozens of campus newspapers, among others.

Mr. Oxendine also has appeared on numerous radio and television talk and news shows, including The Sunshine Network, WTVT (Tampa), Florida Public Radio, WFSU Radio (Tallahassee), WHP Radio (Harrisburg, Pa.), WRUF (Gainesville), WCTV (Tallahassee), WTXL (Tallahassee), Florida News Network (statewide ABC affiliate), and Paul Harvey's nationally syndicated radio show.

## Community Service

Mr. Oxendine also is president of College Student of the Year, Inc., the sponsor of the Florida College Student of the Year Award, now in its 18th year. This respected program annually awards \$65,000 in scholarships and prizes.

He is president of the Pamela Scott Memorial Scholarship, a member of the Lake City Community College Foundation's honorary board of directors, a former member of the board

of advisors for the Florida Office for Collegiate Volunteerism, and a member of the Alumni Council for the National Journalism Center. He has served on the boards of directors for the Florida Magazine Association and the Gainesville Apartment Association, and the Council of the State Board of Independent Colleges and Universities.

## Public Speaking

Mr. Oxendine is a frequent speaker and presents seminar sessions at about 10 conferences and conventions annually. He has been a commencement speaker at LCCC, Eckerd College, Flagler College, and Central Florida C.C.; featured SG retreat speaker at the University of Kentucky, Eastern Connecticut State Univ., Metropolitan State College of Denver, Miami-Dade College-North, and Boise State Univ., and Truman State Univ., featured speaker at National Association for Campus Activities, COSGA, CHES (Calif. State Student Assoc.), National Leadership Conference for Student Governments, National Jesuit Student Leadership Conference, Association for the Promotion of Campus Activities, Northwest Student Leadership Conference, the American Student Association of Community Colleges, Best Buddies, The National Student Campaign Against Hunger & Homelessness, the National Student Services Conf., the National Jesuit Student Leadership Conference, the Univ. of South Carolina Student Leadership Training Conf., The Leadership Institute, Florida Student Assoc., Florida African-American Student Assoc., Florida Junior Community College Student Government Assoc., Florida Community College Press Assoc., Kentucky Wesleyan Univ., Barry Univ., Eckerd College, Ohio Univ., and Georgetown Univ.

## Awards & Honors

Mr. Oxendine was named one of the nation's top 100 entrepreneurs under 30 years old by the Association for Collegiate Entrepreneurs. In 1996 & 1997, Oxendine Publishing was honored as one of Florida's 100 fastest-growing private companies. He has been named to Outstanding Young Men of America, Who's Who Among Young American Professionals, Who's Who in Emerging Leaders in America, Who's Who in U.S. Executives, Who's Who in American Advertising, Who's Who in The South and Southwest, Who's Who of Global Business Leaders, Who's Who of Entrepreneurs, Who's Who in Leading American Executives, the International Executives Guild, Who's Who of Professionals, International Who's Who of Professionals, and Who's Who in Executives and Businessess. He was named 1995 Distinguished Alumnus of LCCC, and was nominated for Florida Community College Alumnus of the Year in 1994 & 1996.

## Books

Mr. Oxendine is author of *Poster Secrets: How & Where to Hang Flyers On Your Campus*, is editor of *So You Want to Be President... How to Get Elected on Your Campus*, wrote a chapter for *I'll Get Back to You*, and wrote the forward for *Coping with Difficult Teachers and Young Leader*.

## Personal

A native Floridian, Mr. Oxendine studied at the University of Florida, was the Blue Key winner at LCCC, and was an honors graduate at Suwannee High School. He enjoys spending time with his wife Kathy, daughter Leah, and sons, Will, Adam, and Andrew.