

MEET The President Of OXENDINE PUBLISHING

Butch Oxendine Is The Nation's Premier Regional Publisher of Magazines for College and High School Students

W.H. "Butch" Oxendine, Jr., 39, is president of Oxendine Publishing, Inc., the company he founded 20 years ago that now publishes three widely read magazines for students.

Magazine Publishing

He is publisher and editor-in-chief of *Student Leader*, the national leadership-development newsmagazine read by college leaders at 1,400 colleges and universities. More than 85 percent of the colleges pay to receive their copies. He also publishes *Florida Leader*, the 20-year-old newsmagazine read by more than 100,000 students at 86 Florida colleges; and a version of *Florida Leader*, read by more than 120,000 students at nearly 550 public and private high schools across the state.

Published Articles & Interviews

Mr. Oxendine has been published in more than 150 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. Lauderdale Sun-Sentinel*, *The Florida Times-Union*, *The Tallahassee Democrat*, and *The Gainesville Sun*, as well as dozens of campus newspapers, among others.



*W.H. "Butch" Oxendine, Jr.,
President of Oxendine Publishing, Inc.*

Mr. Oxendine also has appeared on numerous radio and television talk and news shows, including The Sunshine Network, WTVT-13 (Tampa), WCJB-TV20 (Gainesville), Florida Public Radio, WFSU Radio (Tallahassee), WHP Radio (Harrisburg, Pa.), WRUF-FM (Gainesville), WCTV-TV (Tallahassee), WTXL (Tallahassee), WUFT (Gainesville), WKTK-FM (Gainesville), Florida News Network (statewide ABC affiliate), and Paul Harvey's nationally syndicated radio show.

Community Service

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 16th year. This respected program awards \$60,000 in scholarships and prizes.

He is president of the Pamela Scott Memorial Scholarship and is a member of the Lake City C.C. Foundation's honorary board of directors, is a former member of the board of advisors for the Florida Office for Collegiate Volunteerism, and is 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 is a Council Member of the State Board of Independent Colleges and Universities.

Public Speaking

Mr. Oxendine is a frequent speaker and presents seminar sessions at about 20 conferences and conventions annually. He has been a commencement speaker at Lake City C.C., Eckerd College, Flagler College, and Central Florida C.C.; featured speaker at University of Kentucky SG Leadership Retreat, Truman State University (Mo.) leadership awards ceremony, National Association for Campus Activities, COSGA, CHES (Calif. State Student Assoc.), National Leadership Conference for Student Governments, 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 University 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 Association, Kentucky Wesleyan University, Barry Univ., Eckerd College, Ohio Univ., and Georgetown University. (See "Need a Speaker?" at www.studentleader.com for a calendar of Mr. Oxendine's recent and upcoming appearances)

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 Lake City Community College, and was a nominee for Florida C.C. 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*.

Personal

A native Floridian, Mr. Oxendine studied at the University of Florida, was the Blue Key winner at Lake City C.C., and was an honors graduate at Suwannee High School. He enjoys reading, *Star Trek*, working on his '76 Corvette, and spending time with his wife Kathy, six-year-old daughter Leah, and three-year-old son Will.