

Contact: Diana Gonzalez

**REQUEST TO AWARD AN HONORARY DOCTOR OF HUMANE LETTERS DEGREE  
AT THE UNIVERSITY OF NORTHERN IOWA**

**Action Requested:** Consider approval of the request by the University of Northern Iowa to award an honorary Doctor of Humane Letters degree to Gayle S. Rose at Spring 2015 or Fall 2015 Commencement.

**Executive Summary:** The University of Northern Iowa wishes to recognize Ms. Rose for her leadership in and contributions to business and economic development as well as her philanthropic work with charitable organizations.

**Details on Ms. Rose's Accomplishments:**

- ◇ Ms. Rose graduated from the University of Northern Iowa in 1977 with degrees in music as a classically-trained symphonic clarinetist and business. She is one of UNI's most successful professional alumnus.
- ◇ In 1985, Ms. Rose graduated from Harvard University with an MBA degree in Public Administration where she was named a Harvard University Distinguished Littauer Fellow.
- ◇ Ms. Rose co-founded and served as President and CEO of the Chopra Companies from 1991 to 1999. During that time, she directed business development for Deepak Chopra.
- ◇ Ms. Rose is the founder, principal owner, and CEO of EVA (Electronic Vaulting Services) Corporation, a leader in the highly competitive data backup industry. She was the first woman CEO to appear on the cover of *Business Solutions Magazine*.
- ◇ Prior to joining EVS Corporation, Ms. Rose served as Managing Director of Heritage Capital Advisors, LLC, a private equity corporate advisory firm with offices in Atlanta and Memphis.
- ◇ She was instrumental in bringing the NBA Grizzlies Basketball team from Vancouver to Memphis as a member of the "Pursuit Team."
- ◇ As a result of her efforts, the Public Relations Society of America named her the 2001 Communicator of the Year. She is co-founder of the Women's Foundation for a Greater Memphis, and was internationally recognized in 2007 with the Changing Face of Philanthropy Award from the Women's Funding Network. In 2008, she was named Humanitarian of the Year by Diversity Memphis. In 2012, she was among 10 named CEO's of the Year by *MBQ Inside Memphis Business*.
- ◇ Ms. Rose is chair of the Memphis Symphony Orchestra Board of Director and has appeared with the orchestra as a narrator.
- ◇ She was a major contributor to the Russell Hall Renovation Project at the University of Northern Iowa.

- ◇ In 2005, she was named one of Tennessee's 100 Most Powerful People by Business Tennessee magazine. She also received the Economic Excellence and Equity Award from Tennessee Governor Phil Bredesen.
- ◇ Ms. Rose's charitable work includes co-founding the Women's Foundation for a Great Memphis. She is the founder and CEO of the Rose Family Foundation private charity. She also started Team Max, a social media-based volunteer activator for youth, named in honor of her late son, Max.
- ◇ The University of Northern Iowa wishes to recognize Ms. Rose for her extraordinary accomplishments with an honorary degree.