

NEW COLLEGE NEWS RELEASE

NEW COLLEGE, SARASOTA, FLORIDA
FURMAN C. ARTHUR — INFORMATION

FOR RELEASE: Friday, April 30, 1965

FPL PRESIDENT NAMED NEW COLLEGE TRUSTEE

Sarasota--The president of one of Florida's major companies today was named a member of the Board of Trustees of New College.

Robert H. Fite, president and general manager of Florida Power and Light Company (FPL) has been elected to membership on the New College board, according to Chairman Louis H. LaMotte.

Board Chairman LaMotte said that Fite is recognized as one of Florida's outstanding business leaders.

"New College was founded to be an important part of the higher education system of Florida and the nation. We have been fortunate in enlisting in this effort fine men such as Mr. Fite to assist us in these particularly crucial early years of the development of the college.

"As we plan our growth to meet our high educational goals, we lean heavily on the experience and wisdom of men such as Mr. Fite," added LaMotte.

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New College was founded in 1960 as a private, co-educational, non-denominational college of the liberal arts and sciences. A class of 100 outstanding students was admitted in the fall of 1964 and a similar group will enter in September. The college is located on a waterfront campus between Bradenton and Sarasota.

Fite, a native of Nashville, Tennessee, was graduated from Vanderbilt University in 1923 with a degree in engineering. After two years with General Electric Company he moved to Florida and in 1926 joined FPL.

Within a year, he was made head of the company's rate department and a few years later was sales manager of the company that had been formed by combining and integrating independent electric properties in the state.

In 1936 he was invited to New York by Ebasco Services, Inc., the service organization of Electric Bond and Share Company, FPL's parent and founder. He soon became head of Ebasco's sales department.

During World War II, Fite spent much of his time in Washington helping to coordinate the operations and expansion of electric utilities throughout the nation with the war production plans of various branches of the federal government.

He returned to FPL in 1945 as vice president and director, was named general manager in 1950, becoming president in 1954. The firm is the state's largest electric public utility, is rated among the top 50 in the nation and has assets of \$747,000,000.

Fite brings to the New College board the experience of public service on numerous city, county and state boards. He is a member of the Orange Bowl Committee, the Florida Council of 100, the Chamber of Commerce of Miami, the Citizens Board of Miami, the Florida Traffic Safety Council, the Dade County Citizens Safety Council and the United Fund.

He lives with his wife in Coral Gables. They have two married sons and four grandchildren.

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