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William W. Knight Honored

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Heidi Weick Selected Outstanding Student

Heidi Patrice Weick has been chosen the 1987 outstanding student of the year by the department of physical education in the College of Education at the University of South Florida. She will be recognized for this honor by the National Association for Sport and Physical Education at the national convention and exhibition of the American Alliance for Health, Physical Education, Recreation and Dance to be held April 13-17 in Las Vegas, Nevada.

Weick, a resident of Sarasota, is a senior in the professional physical education program. She is a member of the Florida Association for Health, Physical Education, Recreation and Dance and of the American Alliance for Health, Physical Education, Recreation and Dance. She has also served on the student council of the college and on the Children’s Festival flow committee.

Weick will also receive a plaque from the department of physical education of the College of Education at the University of South Florida.

USF Foundation Trustee Establishes Endowments

A Tampa businessman and his wife have given $300,000 to USF to establish endowments for scholarships and a distinguished professorship.

The gift comes from Frank Harvey, chairman of Maas Brothers and his wife, Pat. It is eligible for $150,000 in matching funds from the state to create the Frank and Pat Harvey Endowed Scholarship Program and the Frank Harvey Distinguished Professorship in Marketing, both at USF.

Harvey, a trustee and former president of the USF Foundation, said that “this is a small way that we can reinvest in a community that has been very good to us personally and to Maas Brothers.

Harvey had been president of Maas Brothers since 1976 and is also a senior vice president of Allied Stores Corporation, overseeing both Maas Brothers and Jordan Marsh. He has been president of the Greater Tampa Chamber of Commerce and chairman of the University of Tampa Board of Trustees.

The scholarships, to be available beginning in the fall of 1987, will pay full tuition and fees, plus room and board, if applicable. They will be awarded to the most academically qualified applicants, with first priority given to sons and daughters of Maas Brothers employees.

The earnings from the professorship endowment will be used to help support a professor in marketing specializing in the area of promotion.

Harvey was made an honorary USF Ambassador at their Homecoming Reunion Brunch Feb. 15 at the Holiday Inn on Fowler Avenue. Jim Harvey, president of the Ambassadors, presented Harvey with a special Ambassador’s shirt.

The award was given in recognition of the support of Maas Brothers, which has given the organization by contributing the official uniforms since the group’s formation in 1979.