



Item: AS.A-2

COMMITTEE ON ACADEMIC AND STUDENT AFFAIRS

Tuesday, January 24, 2017

SUBJECT: APPROVAL OF HONORARY DOCTORATE

PROPOSED BOARD ACTION

Approve the conferral of an Honorary Doctorate on Mr. Robert (Bobby) Campbell.

BACKGROUND INFORMATION

The Office of the Provost recommends that Florida Atlantic University award an honorary doctorate to Mr. Robert (Bobby) Campbell for both his outstanding achievement in his field as well as for his dedication to FAU students. In addition to the support from Dean Gropper of the College of Business, the University Faculty Senate's Honors and Awards Committee has reviewed the nomination and unanimously recommends that we grant this honor.

Mr. Campbell is a leader in the business community, and he and his family are champions of educational and children's issues in the state and region. As a result of his dedication to our students, our university is poised to launch one of the nation's most innovative student success complexes.

This facility, the Bobby and Barbara Campbell Academic Success Center, will provide student-athletes with a comprehensive academic support program, which will include tutors, career guidance,

computing resources, and study space for our students who participate in our NCAA athletics programs.

The recommendation to award the honorary doctorate is based on the university's obligation to recognize individuals who have contributed in significant ways to the advancement of programs at FAU (University Policy 2.3). Mr. Campbell's direct support for our students who participate in athletics programs has already advanced our university to the national stage. We have been able to recruit high profile individuals to join our institution as we pursue, with unbridled ambition, the aspiration to become the fastest improving university in the nation.

Without the resources for our student-athletes' academic services, we would not be able to provide competitive resources and adequate levels of support to our students. For these reasons and the clear examples of achievement that are included in this nomination document, the Office of the Provost asks that you recommend approval to award Mr. Campbell an honorary doctorate.

IMPLEMENTATION PLAN/DATE

If approved, this Honorary Doctorate will be conferred at a future commencement ceremony.

FISCAL

IMPLICATIONS N/A.

Supporting Documentation: Nomination materials and letters.

Presented by: Dr. Gary W. Perry

Phone: 561-297-3062



College of Business
Dean's Office
777 Glades Road
Boca Raton, FL 33431
tel: 561.297.3629
fax: 561.297.3686
business@fau.edu
www.fau.edu

October 20, 2016

Dr. John Kelly, President
Florida Atlantic University

Dear President Kelly,

I hereby nominate Robert (Bobby) Campbell for an honorary doctoral degree. I have asked a group of senior faculty in the College of Business to consider his record, and they overwhelmingly support his nomination. We believe his distinctive achievements in business and his leadership in the community are worthy of recognition, and so I submit his nomination for your consideration. Several specific points were identified by my colleagues in their evaluation of Mr. Campbell.

- He epitomizes the kind of success possible in our American free enterprise system. He started out with very little, worked hard and became a tremendous success; thus he is an excellent role model for young would-be entrepreneurs.
- His belief in and practice of good business ethics has been a key aspect of his company's sustained success for over 40 years.
- The company he founded and runs supports its customers and suppliers worldwide with innovative design, sourcing and logistics, making trade more efficient and profitable, while creating value for suppliers and customers alike.
- His entire organization embraces environmental sustainability in all phases of development, waste reduction, and the design and production of their products. Their eco-friendly footwear is created by actively recycling materials and utilizing non-hazardous renewable resources.

In summary, Bobby Campbell's record of achievements in business, and his significant contributions in the community and to so many charitable causes, provide a great example to our students of what they can aspire to accomplish in their business careers. On behalf of the College of Business, it is my pleasure to nominate Bobby Campbell for an honorary degree from Florida Atlantic University.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan. Gropper', written in a cursive style.

Daniel M Gropper
Dean



Robert B. Campbell entered the shoe industry as a salesman with the Kinney Shoe Company and moved up the ranks, eventually founding BBC International, which has become one of the leading children's and athletic footwear design and sourcing companies in the world. It is positioned as the only children's footwear company servicing all levels of distribution, from mass retailers to department stores, specialty stores and independent stores across a strong array of brands. BBC currently holds over 20 licenses for nationally and internationally recognized brands.

Campbell serves on the board of trustees for the Boca Raton Regional Hospital Foundation, the Board of Directors for the Boca Raton Historical Society, and the ARC of Palm Beach County. He also serves on the boards of Little Flower Children and Family Services and the American Heart Association and on the president's council at Memorial Sloan-Kettering cancer research center. He's on the Executive Boards of the Footwear Distributors & Retailers of America (FDRA) and the Two Ten Footwear Foundation and was a past president of both organizations.

Campbell's industry recognitions include being honored by ACE, a nonprofit that supports the homeless, Little Flower's Monsignor John T. Fagan Humanitarian Award, Two Ten Foundation's T-Kenyon Holly Award and its Lifetime Achievement Award, *Footwear News'* Icon Award, the Boca Raton Rotary Club's Opal Award and the Biggest Heart Award at the 2013 Men with Caring Hearts Awards benefiting the Florence Fuller Child Development Center. In 2003, he was elected into the Footwear Industry Hall of Fame.

Strategic foresight, innovation, unique design, quality, and dedication to satisfying the needs of our customers are words we have lived by since our inception in 1975. It is the foundation of who we are at BBC.

Robert B. Campbell
Chairman / CEO

ROBERT CAMPBELL
Chairman / CEO

DONALD WILBORN
Vice Chairman / CFO

JOSUE SOLANO
Corporate President / COO

Robert Campbell:

Chairman / CEO

Robert Campbell is the founder and CEO of BBC International. He is listed in footwear's top 100 "Power Players" for having built the leading Children's footwear company in the industry. Bob is a true visionary who has always been an industry leader. Through his tenure as Founder and CEO, he has brought a myriad of new innovations to market, most notably the introduction of the "Lights" phenomena into kid's shoes. He was also the first to recognize the value proposition licensing would play in the footwear industry. BBC began with Smurf's and today holds many of the world's strongest entertainment properties. He has kept BBC at the forefront of the industry through innovation and diversity in product offerings to service the full range of customer needs from boutiques to mass merchants. With foresight to identify a need for diversification that would strengthen the BBC portfolio, he secured partnerships with Ralph Lauren, Reebok, and more. It is Bob's leadership and vision that has forged the global business strategy for BBC International.

© 2015 BBC International LLC. All Rights Reserved.

(<http://vampfootwear.com>)

VAMP (<http://vampfootwear.com>)



AAFA to Honor BBC International at 2016 Image Awards

FEBRUARY 23, 2016 by [ANGELA VELASQUEZ \(HTTP://VAMPFOOTWEAR.COM/AUTHOR/ANGELA-VELASQUEZ/\)](http://vampfootwear.com/author/angela-velasquez/)

The American Apparel & Footwear Association (AAFA) will honor footwear giant BBC International LLC with Company of the Year honors at the 38th Annual American Image Awards on May 24 in New York City.

BBC International LLC is a leading full-service footwear company specializing in sourcing, design and technology within global footwear market. The company's brand portfolio includes Charles Jourdan, Robert Wayne and the children's extensions of Cole Haan, Polo Ralph Lauren, Teva and more. The Company of the Year award will be accepted by Robert (Bobby) Campbell, BBC International chairman and founding member.

Other honorees include menswear designer Joseph Abboud, designer Christian Siriano and Shinola Detroit. Fashion icon and businesswoman Iris Apfel, the subject of the 2014 documentary *Iris*, will be honored with AAFA's Fashion Maverick award.

The AAFA American Image Awards honors individuals and companies who have exemplified leadership and achievements in footwear and apparel. In a release, AAFA President and CEO Rick Helfenbein said, “This year’s honorees epitomize the best of the industry from design through creativity, to business and marketing achievements. We’re so proud to recognize their successful contributions.”

For the second consecutive year, the awards will benefit Mercy Ships, a global organization committed to providing the world’s impoverished with free basic healthcare and medical surgeries. Click [here](#) (<https://www.wewear.org/events/AmericanImageAwards/>) for ticket information.

TAGS: [AAFA \(HTTP://VAMPFOOTWEAR.COM/TAG/AAFA/\)](http://vampfootwear.com/tag/aafa/), [ANGELA VELASQUEZ \(HTTP://VAMPFOOTWEAR.COM/TAG/ANGELA-VELASQUEZ/\)](http://vampfootwear.com/tag/angela-velasquez/), [BBC INTERNATIONAL \(HTTP://VAMPFOOTWEAR.COM/TAG/BBC-INTERNATIONAL/\)](http://vampfootwear.com/tag/bbc-international/), [CHRISTIAN SIRIANO \(HTTP://VAMPFOOTWEAR.COM/TAG/CHRISTIAN-SIRIANO/\)](http://vampfootwear.com/tag/christian-siriano/), [IRIS APFEL \(HTTP://VAMPFOOTWEAR.COM/TAG/IRIS-APFEL/\)](http://vampfootwear.com/tag/iris-apfel/), [VAMP \(HTTP://VAMPFOOTWEAR.COM/TAG/VAMP/\)](http://vampfootwear.com/tag/vamp/)



You might like..

- [E-Edition](#)
- [Email List](#)

Navigate... ▾

Published On: Wed, Jan 22nd, 2014

[Community](#) / [News](#) | By [Bocatribune](#)

Robert Campbell: From Pittsburgh Boy To Boca's Go-To Shoe Guy

One-Year Online
Master of Public Health

LEARN
MORE

Milken Institute School
of Public Health
THE GEORGE WASHINGTON UNIVERSITY

By: ⁰ [Quezia Salgado](#)

The Shoe Industry is made up of hundreds of manufacturers, wholesalers, and retailers. Among them, BBC International stands out as a prominent footwear sourcing agent, representing the largest providers and specialty brands in the world, for more than 30 years. This long history of success is undoubtedly due to the hard work and efforts of BBC's incredible team, but none of it would have been possible without the boldness of its CEO and founder Robert B. Campbell. On a recent interview with Mr. Campbell, the Boca Tribune was able to find out a bit more about this incredible man, who has made such a difference in the community.



As a child, growing up in Pittsburgh with his mother and three sisters, the idea of owning a multi-million dollar company, was far from Robert's mind. For six years, they lived in the attic of his grandmother's house, while his mother worked at his grandpa's bakery – the same bakery where Robert started working at the age of 9. “My mother did nothing but work hard; she was amazing and taught us all about respect and ethics, and raised us in a good Christian family.” Despite their humble beginnings, Robert says his family never knew the word “poor”; they never thought of themselves as poor, “We always knew we were a lucky and happy family”.

After his mother remarried, Robert and his family moved to Detroit when he was 15 years old. There Mr. Campbell attended Cass Tech High School, which was rated the country's #1 tech school at the time. At Cass Tech, Robert was involved with music and athletics, playing in the concert band and football team. During his junior year he started working part-time at a local Kinney Shoe store, where his career started. Robert made \$35 that first week, but his true goal was to make \$100, “I never had a goal about being rich because I thought I was rich; making \$100 a week at 16 years old, I thought that was the greatest thing in the world.” Robert was quickly promoted to store manager, and later regional buyer and started traveling all over the States doing special buys for Kinney. By 1963 Bob became a buyer for F.W. Woolworth, which was Kinney's parent company at the time; there he worked for 9 years, traveling the world as the Developing Director of Footwear.

The bureaucracy of big companies became too stressful for Robert, so in 1975 he founded BBC International. He started by himself, with only one secretary, and a few good people who were a great help in encouraging Bob, and are considered mentors to him. One of those was Cam Anderson – founder of Footlocker – “I worked directly with him in Chicago and every time I needed help with anything he was there for me.” Another one of Bob’s mentors was Harvey Levy, from Pagoda International, “...he was my competitor, but he said: ‘If you need any help, let me know.’”

Although Robert never had a life plan he always knew that if he focused on something and worked hard at it, he would be successful: “My only ambition was to work hard, get ahead, and I knew it would pay off; I just always felt confident about that; I was never afraid of failure.” This same confidence is what makes Mr. Campbell such an important part of the Boca community. For many years, he has been involved in several charities and organizations, among which is the Boca Historical Society and Museum – the official organizer of the Bacchanal Wine & Food Festival. Robert has attended the festival every year since its inception, 12 years ago, and for 2014 he was named Honorary Chair of the event, “I think the Bacchanal does fabulous things for the town, and what I like most is that it’s a local event, it stays within the community.” Those interested in attending the Bacchanal have to go through the Boca Historical Society to purchase tickets, and should hurry because this year’s promises to be one for the memories.

With such a record of achievements, not to mention all the awards received for his charity contributions, Robert Campbell’s example is one worth imitating. From a young kid working at a bakery, to multi-millionaire business owner, Robert’s life is a demonstration of what someone can accomplish if they work hard and remain humble and grateful. His advice to young entrepreneurs is simply: “Work hard, have a goal, and don’t complain!” At 76 years old, Mr. Campbell’s energy and passion for his work remain unchanged; he is undoubtedly a living legend, whose legacy will live on for years to come.

[Share](#)

FOUR TICKETS PARKING FLEX BUCKS
BUY NOW STARTING AT \$99*
*TAXES APPLICABLE. SUBJECT TO AVAILABILITY

The advertisement features a red border and a background image of Florida Panthers players in action. It promotes a ticket offer for four tickets, including parking and flex bucks, starting at \$99 per ticket. A 'BUY NOW' button is prominently displayed.

Related News



Like 0 [Share](#) G+1 0

[Tweet](#) [Share](#) [1](#)

[The Boca Raton Tribune is Ready](#)



[Al Zucaro Enters Mayoral Race](#)

SUBSCRIBE (HTTPS://W1.BUYSUB.COM/PUBS/FT/FNS/SUB_1YR_US.JSP?
 CDS_PAGE_ID=142512&CDS_CODE=142512&CDS_RESP=142512) (HTTP://WWW.FOOTWEARNEWS.COM/FOOTWEARNEWS)
 (HTTP://FOOTWEARNEWS.TUMBLR.COM/)(HTTP://WWW.PINTEREST.COM/FOOTWEARNEWS/)
 (HTTPS://FLIPBOARD.COM/@FOOTWEARNEWS)(HTTP://INSTAGRAM.COM/FOOTWEARNEWS)
 (/CUSTOM-FEED/FN-RSS/)

- LATEST (/LATEST/)
- INFLUENCERS (/V/INFLUENCERS/)
- FASHION (/V/FASHION/)
- BUSINESS (/V/BUSINESS/)
- RUNWAY (/V/RUNWAY/)
- FN SPY (/V/FN-SPY/)
- FOCUS (V/FOCUS/)



Boca Beach Club, A...
 Boca Raton
 From **\$609**
 Book now



Boca Raton Marriott...
 Boca Raton
 From **\$304**
 Book now

FN HOME (/) INFLUENCERS (HTTP://FOOTWEARNEWS.COM/V/INFLUENCERS/)
 POWER PLAYERS (HTTP://FOOTWEARNEWS.COM/C/POWER-PLAYERS/)

In Person: Campbell's Philanthropic Philosophy

By Erin E. Clack (http://footwearnews.com/author/erin-e-clack/) June 17, 2013
 (https://twitter.com/erin_e_clack) (https://www.facebook.com/erin_e_clack) (https://www.linkedin.com/company/erin-e-clack)

(http://www.footwearnews.com/2013/influencers/power-players/in-person-campbell-s-philanthropic-philosophy-144606) (https://www.facebook.com/erin_e_clack) (https://www.linkedin.com/company/erin-e-clack)
 20Philanthropic Philosophy (https://www.facebook.com/erin_e_clack) (https://www.linkedin.com/company/erin-e-clack)
 20Philanthropic Philosophy (https://www.facebook.com/erin_e_clack) (https://www.linkedin.com/company/erin-e-clack)



Seth and Bob Campbell in 2009 when the elder Campbell was honored with the Two Ten Lifetime Achievement Award.

For BBC International's founder, giving back is the part of success he savors most.

Inspired by his own humble background, Bob Campbell has made philanthropy a personal passion throughout his long career. "I've done very well for myself and I have a great life, but my success means nothing if I can't share it with others," said the chairman and CEO, who was raised, along with his three sisters, by a single mother.



RELATED (HTTP://FOOTWEARNEWS.COM/2014/INFLUENCERS/POWER-PLAYERS/FN-PICK-MATCH-POINT-144606/)

FN Pick: Match Point (HTTP://FOOTWEARNEWS.COM/2014/INFLUENCERS/POWER-PLAYERS/FN-PICK-MATCH-POINT-144606/)

Featured Gallery

Despite the demands of running a multimillion-dollar global business, Campbell gives generously of his time and resources to a long — and ever-growing — list of charities.

"There are so many organizations out there and so much need, and you can't support them all. But if they pertain to children, I'll always listen," he said. "I didn't have much growing up and I never even knew there were organizations out there to help. So, if I can help other struggling, disadvantaged kids get the opportunities I never had, I'm happy."

For more than 20 years, Campbell has worked with New York's Little Flower organization, which provides safety and care for abused, neglected and abandoned children. Last year he was honored with the agency's inaugural Monsignor John T. Fagan Humanitarian Award.

In December, he also won **Footwear News'** Icon Award for Social Impact.

Campbell is a longtime supporter of the Arc of Palm Beach County, a nonprofit dedicated to improving the lives of kids with developmental disabilities such as cerebral palsy and Down syndrome. Michael Papa, executive director of The Arc, described Campbell as an "invaluable ally" who rallies his network of friends and colleagues to lend their support.

Much of Campbell's philanthropic work is focused in Boca Raton, Fla., BBC's corporate headquarters. He is an active benefactor of local organizations such as the Boca Raton Historical Society, Boca Raton Regional Hospital and The Louis & Anne Green Memory & Wellness Center at Florida Atlantic University.

In February, Boca Raton's Lynn University broke ground on the future Bobby Campbell Stadium, which will be home to the school's men's and women's soccer teams. Campbell, who never attended college but has affectionately dubbed Lynn his "alma mater," donated \$1.2 million for construction of the facility.

Kevin Ross, Lynn's president, said Campbell's gift will significantly elevate the university's athletics program. "Our soccer teams will now have a facility worthy of their eight national championship titles," Ross said.

In April, Campbell was honored by the Boca Raton-based Florence Fuller Child Development Centers with its 2013 "Biggest Heart" award. Impressed by the work being done by the nonprofit, Campbell and his BBC staff now plan to volunteer their time at the centers, teaching kids about making shoes. "We are so excited about this and believe our children will benefit immensely," said Ellyn Okrent, CEO of Florence Fuller.

Shoe industry charities also have been a key focus for the CEO. He is part of the executive team behind the Footwear Association Charity Event, an annual golf tournament to benefit underprivileged kids in China.

In addition, he has been a supporter of Two Ten Footwear Foundation for more than four decades, receiving the organization's first Lifetime Achievement Award in 2009. "We don't have enough awards or moments to celebrate just how special Bob is to us," said Two Ten President Neal Newman. "He is the conscience and heart of Two Ten. [It's obvious] how important the organization is to him on both a professional and personal level. He appreciates our industry's compassion for our workforce and Two Ten's mission to help our own in times of pressing need."

Campbell credits Two Ten with initially sparking his interest in philanthropy. "Two Ten was my first experience with a charity, and I was so inspired by the great work they were doing. I wasn't in a position to give at the time, but it motivated me, gave me something to aspire to," he said. "Now that I have a successful company, it feels really good to be able to help others in need. It truly is a passion for me."

— Sign up for the FN Newsletter —
<http://pages.email.footwearnews.com/signup>

INFLUENCERS ([HTTP://FOOTWEARNEWS.COM/V/INFLUENCERS/](http://footwearnews.com/v/influencers/)), POWER PLAYERS ([HTTP://FOOTWEARNEWS.COM/C/POWER-PLAYERS/](http://footwearnews.com/c/power-players/)), NORTH AMERICA



(<http://footwearnews.com>)

2017-photos/)

Celebrity Statement Shoes: January 2017 (Footwear News)
<http://pages.email.footwearnews.com/signup>

Around The Web



Gwen Stefani Is the New Face of Revlon
<http://www.zergr.com>



14 Fashion Tricks That Make You Look Taller
<http://www.zergr.com>



16 Makeup Tutorials To Make You Look Like A Star
<http://www.zergr.com>



8 Stars Who Wear the Same Thing Every Day
<http://www.zergr.com>

Latest Publication



Dec 20, 2012

[◀ Previous Release](#) | [Next Release ▶](#)  

Sequential Brands Group Announces Global Licensing Partnership with BBC for Heelys Footwear

LOS ANGELES, December 20, 2012 - Sequential Brands Group (OTC: SQBG) ("Sequential" or the "Company") announced today that it entered into an exclusive, long-term global license agreement (the "License") with BBC International LLC ("BBC") for Heelys footwear. BBC is a leading global kids' footwear organization with several other licenses including Polo Ralph Lauren, Warner Brothers and Disney.

Earlier this month, Sequential announced that an agreement and plan of merger was entered into with Heelys, Inc. (NASDAQ: HLYS), pursuant to which Sequential will acquire all of the outstanding shares of common stock of Heelys for \$2.25 per share in cash, or approximately \$63.2 million. The License between Sequential and BBC will begin upon closing of the merger.

"BBC International's successful history and laser focus on branded children's footwear and the skate market makes them the ideal partner for Sequential and the Heelys brand," commented Sequential's CEO, Yehuda Shmidman. "BBC's Founder, Bobby Campbell, and his team have a strong passion for the Heelys brand, and we look forward to growing the business with them around the world."

"We are excited about working with the current customers and expanding both the distribution and the new product assortment. We look forward to the partnership with Sequential Brands on the Heelys

business and have many ideas on how to build the brand both domestically and internationally," said BBC Founder and Managing Member, Bobby Campbell.

Founded in 1999, Heelys has been a breakout success in the world of action sports among children and teens with its innovative wheeled footwear. Heelys core product, Heelys-wheeled footwear, is patented dual purpose footwear that incorporates a stealth, removable wheel in the heel.

About Sequential Brands Group

Sequential Brands Group, Inc. (OTC:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands that presently include William Rast®, People's Liberation® and DVS® Action Sports. Sequential ensures that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and in certain international territories. For more information, please visit Sequential's corporate website at: www.sequentialbrandsgroup.com.

About BBC International, LLC

BBC International, a major footwear firm in the industry, was founded in 1975 by Chairman Robert Campbell. The company is the leading children's and skate footwear designer and marketer globally. BBC leads the kid's footwear marketplace with creative design and advanced technology. They have secured many long-term, internationally recognized children's licenses such as Polo Ralph Lauren, Sam Edelman, Guess, Born, OSIRUS and entertainment brands such as Marvel. Their ability to service all levels of quality fashion and distribution from department stores to mass market is the key to their success in the children's arena. For more information, please visit BBC's corporate website at: www.bbcint.com

Forward-Looking Statements

Except for historical information contained herein, the statements in this release are forward-looking and made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are inherently unreliable and actual results may differ materially. Examples of forward-looking statements in this

news release include statements regarding the Company's plans to grow its current brands, and its plans to execute on its pipeline of accretive acquisitions. Factors which could cause actual results to differ materially from these forward-looking statements include the Company's ability to identify and acquire brands, the Company's ability to license new and existing brands to third party retailers, distributors and manufacturers on terms acceptable to the Company, the Company's ability to develop and maintain strategic business relationships for its brands, the impact of competitive products and pricing, growth in targeted markets, the adequacy of the Company's liquidity and financial strength to support its growth, and other information that may be detailed from time to time in the Company's filings with the United States Securities and Exchange Commission. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Contact:

Sequential Brands Group, Inc.
Andrea Sobel
213-745-2123
asobel@sequentialbrandsgroup.com

SUBSCRIBE (https://w1.buysub.com/pubs/ft/fns/sub_1yr_us.jsp)
 CDS_PAGE_ID=142209&CD=1&MFA=CE&D=FN&S=CD&S=RESPONS&KEY=142209
 (<https://www.facebook.com/footwearnews/>)
 (<http://footwearnews.tumblr.com/>)(<http://www.pinterest.com/footwearnews/>)
 (<https://flipboard.com/@footwearnews>)(<http://instagram.com/footwearnews>)
 (/CUSTOM-FEED/FN-RSS/)

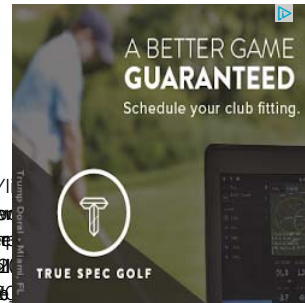
- [LATEST \(/LATEST/\)](#)
- [INFLUENCERS \(/V/INFLUENCERS/\)](#)
- [FASHION \(/V/FASHION/\)](#)
- [BUSINESS \(/V/BUSINESS/\)](#)
- [RUNWAY \(/V/RUNWAY/\)](#)
- [FN SPY \(/V/FN-SPY/\)](#)
- [FOCUS \(/V/FOCUS/\)](#)

lulus.com

[FN HOME \(/\)](#) [INFLUENCERS \(HTTP://FOOTWEARNEWS.COM/V/INFLUENCERS/\)](http://footwearnews.com/v/influencers/)
[POWER PLAYERS \(HTTP://FOOTWEARNEWS.COM/C/POWER-PLAYERS/\)](http://footwearnews.com/c/power-players/)

How Bob Campbell's Son Seth Is Following In His Footsteps

By Neil Weilheimer (<http://footwearnews.com/a/author/neil-weilheimer/>)
 (<https://www.footwearnews.com/2015/influencers/power-players/bob-campbell-bbc-international-16207827/>)
 play/drop-the-sig/betta/identifiable/branding/that/has
 career-16207827/identifiable/branding/that/has
 20His Footsteps&20His Footsteps&20His Footstep:)



Bob Campbell and his son Seth Campbell photographed at Campbell Stables. Steve Eichner.

In the 1990s, most kids wanted to be like Mike. Not Seth Campbell (<http://footwearnews.com/t/seth-campbell/>). He wanted to be like Bob.

Featured Gallery



(<http://footwearnews.com/gallery/celebrity->

Seth's father, Bob Campbell, the founder and CEO of BBC International (<http://footwearnews.com/2015/fn-spy/parties/bob-campbell-stables-jessica-springsteen-beach-magazine-event-party-photos-55985/>), had the appeal and mystique of the well-traveled entrepreneur who left home for long stretches of time.

RELATED ([HTTP://FOOTWEARNEWS.COM/2016/INFLUENCERS/POWER-PLAYERS/TROLLS-SHOES-KIDS-MOVIE-273160/](http://footwearnews.com/2016/influencers/power-players/trolls-shoes-kids-movie-273160/))

12 'Trolls' Shoes Your Kids Will Love (<http://footwearnews.com/2016/influencers/power-players/trolls-shoes-kids-movie-273160/>)

"My dad was always on the road," said the younger Campbell. **"I guess some kids would be sad if their father missed their birthdays or sporting events, but I always felt mine was doing this crazy, exciting job. He'd call and say, 'I'm in China,' or 'I'm in Vietnam.' I always wanted to do the same thing."**

Now he is.

The 31-year-old is VP of international sales at BBC, a job that had him cramming in trips to Japan, China and Hong Kong in just eight days last month. It's a grinding pace that puts him, much like his father, on the road more than 100 days a year. And after two years at the company, his travels are already paying off — he recently secured deals in mainland China, found a partner in India for BBC's Polo Ralph Lauren business and a new company to work with in Canada.

It's common for children to follow their parents into the footwear industry, but Campbell showed an interest in it — and a knack for it — early on. Growing up, he tested samples of kids' sneakers his father made, becoming one of the first children in the neighborhood to wear shoes with lights. He also accompanied his dad on trips to visit factories in China.

Later, as a student at New York University, Campbell put all that shoemaking knowledge to the test: He and then-partner Nick Cohen launched a line of super-blinged-out sneakers called Upper Echelon Shoes. That collection, priced from \$200 to \$400 for men's and women's styles, featured snakeskin, metal studs and 18K gold-chain shoelaces. In 2010, Steve Madden bought a 50 percent stake in the label.



Bob Campbell (<http://footwearnews.com/t/bob-campbell/>), **Seth Campbell**, **Joel Oblonsky**.
Jim Decker.

designer-statement-shoes-january-2017-photos/)

Celebrity Statement Shoes: January 2017

(<http://footwearnews.com/gallery/celebrity-designer-statement-shoes-january-2017-photos/>)

Around The Web



10 Big Mistakes That Are Making Your Nails Look Gross
(<http://www.zergnet.com>)



A Look Back at Michelle Obama's Most Gorgeous Looks
(<http://www.zergnet.com>)



How To Find The Right Lipstick for Your Skin Tone
(<http://www.zergnet.com>)



Kendall Jenner's Go-To Tool For Anxiety
(<http://www.zergnet.com>)



8 Hair Mistakes That Make You Look Older
(<http://www.zergnet.com>)



The Hottest Beauty Trends For 2017
(<http://www.zergnet.com>)



7 Mistakes That Are Making Your Chapped Lips Worse
(<http://www.zergnet.com>)



This DIY Hack Will Help You Get Healthier Stronger Nails
(<http://www.zergnet.com>)

Latest Publication

Two years later, Campbell went to Ars Sutoria in Milan to study pattern-making and design. Soon after, an opportunity to work alongside his father presented itself. Bob Campbell, tapping into his son's love of global travel and his impressive list of personal contacts, offered him a full-time job at BBC.

The goal was simple: for Seth Campbell to shadow Al Kishfy, who manages the firm's international business, which spans more than 120 countries.

"He's bringing a lot to the table in terms of young, innovative thinking," said Bob Campbell. **"We have big plans for him. Right now, he's working with Al on building our international business. He's traveling all over and building great relationships. We had almost no business in Japan, but Seth has helped us break into that market."**

The one-two punch of the Campbells, along with BBC's other top managers, is proving to be a successful way to aggressively grow the company. The executives are pushing deeper into international territory, investing more heavily in building a portfolio of owned brands — from Charles Jourdan and Feiyue to FishFlops (<http://footwearnews.com/2015/business/mergers-acquisitions/fish-flops-makes-big-catch-with-bbc-6932/>) — as well as cementing their dominance in licensed children's footwear.

Amid the growth, Seth Campbell said he is absorbing every part of the business so that one day, when he's ready, he can help lead the company.

Until then, he is still admiring his dad's drive.

"There is no harder-working person in the world," said Seth Campbell. **"He believes in good business ethics, and that's why BBC has been able to be what it is for 40 years."**



Campbell Stables.
Rob Rich/SocietyAllure.com

[Editor's Note: This story originally ran in print 10/05/2015]

— Sign up for the FN Newsletter —
(<http://pages.email.footwearnews.com/signup>)

INFLUENCERS ([HTTP://FOOTWEARNEWS.COM/V/INFLUENCERS/](http://footwearnews.com/v/influencers/)), POWER PLAYERS ([HTTP://FOOTWEARNEWS.COM/C/POWER-PLAYERS/](http://footwearnews.com/c/power-players/)), NORTH AMERICA ([HTTP://FOOTWEARNEWS.COM/REGION/NORTH-AMERICA/](http://footwearnews.com/region/north-america/)), BBC INTERNATIONAL ([HTTP://FOOTWEARNEWS.COM/T/BBC-INTERNATIONAL/](http://footwearnews.com/t/bbc-international/)), BOB CAMPBELL ([HTTP://FOOTWEARNEWS.COM/T/BOB-CAMPBELL/](http://footwearnews.com/t/bob-campbell/)), SETH CAMPBELL ([HTTP://FOOTWEARNEWS.COM/T/SETH-CAMPBELL/](http://footwearnews.com/t/seth-campbell/))



(https://w1.buysub.com/pubs/FT/FNS/sub_1yr_US.jsp?cds_page_id=152604&cds_mag_code=FNS&id=142534528015)

Footwear News 01/09/2017

Read Now

(https://w1.buysub.com/pubs/FT/FNS/sub_1yr_US.jsp?cds_page_id=152604&cds_mag_code=FNS&id=142534528015)

Boca shoe industry exec gives FAU \$5 million to help build athletic/academic complex



By **Anne Geggis**
Sun Sentinel

SHARE THIS



Shoe industry executive brings athletic complex one step closer to reality

APRIL 2, 2016, 8:43 PM

A \$5 million gift for **Florida Atlantic University's** Schmidt Family Complex for Academic and Athletic Excellence was announced Saturday, bringing the money raised for the construction to \$28 million.

The gift from Bobby Campbell, a shoe industry executive, and his wife, Barbara, both of **Boca Raton**, means a 12,000-square-foot academic success center within the complex will bear the couple's names.

"It's wonderful to have Bobby Campbell support our effort to build one of America's most innovative student complexes," FAU President John Kelly said. "Our university is a rising star, and I believe promising student-athletes understand that coming to FAU will give them a great opportunity to push their ambitions to the highest level."

The Bobby and Barbara Campbell Academic Success Center will provide FAU student-athletes with a comprehensive support program. The center will include nine tutor suites, a career center, computer laboratories and two study hall rooms.

"I'm thrilled to be part of making this state-of-the-art facility a reality at FAU," said Bobby Campbell, who rose through the ranks at Kinney Shoe Co. and eventually founded BBC International in 1975. "I have always championed educational and children's issues and am proud to support the center that will help ensure FAU student-athletes' academic success."

The Schmidt family provided the initial \$16 million gift for the complex, which will be located next to the FAU stadium. That gift, given in December 2014, is the largest single gift in the university's history, according to university officials. The total project is expected to cost \$45 million to \$50 million.

ageggis@sun-sentinel.com, 561-243-6624 or Twitter @AnneBoca

Copyright © 2017, Sun Sentinel

This article is related to: [Florida Atlantic University](#)

Lynn announces gift to help build Bobby Campbell stadium

The Fighting Knights soccer program has garnered a total of seven national championships

Published Jun. 13, 2012

Lynn University's soccer team will soon have a stadium worthy of their seven national championships thanks to the generosity of Robert ("Bobby") Campbell of Boca Raton, Fla. who provided the school with a gift of \$1.2 million for construction of the new stadium.



The Fighting Knights soccer program has garnered a total of seven national championships for the men's and women's teams. Most recently, in 2011, the men's team competed in the NCAA National Championship. This stadium also allows Lynn to expand the athletic offerings to include Lacrosse. Campbell's gift adds to the \$1.2 million already donated, including an anonymous gift of \$1 million. The university continues to raise funds for this project, which is expected to cost \$2.6 million.

"I am very involved in the Boca Raton community and this project is an exciting one for both me and for the community," said Campbell. "I love sports and thought this would be a good opportunity to help the university become better known nationally and internationally for a strong and important sport such as soccer. I feel proud to be a part of this project."

As a young man working for Kinney Shoes, Campbell had a vision to become an entrepreneur and start his own business. Now his company, BBC International, with corporate headquarters in Boca Raton, is one of the leading children's and athletic footwear design and sourcing companies in the world.

Campbell serves on the boards of the Boca Raton Historical Society, the ARC of Palm Beach County and Boca Raton Regional Hospital Foundation. He is past president and currently serves on the executive board of the Two Ten Footwear Foundation, the American Heart Association and on the president's council for Sloan Kettering.

In May he was awarded the Monsignor John. T. Fagan Humanitarian Award by Little Flower Children and Family Services of New York, which supports disadvantaged children, families and the developmentally

disabled. In 2011, he was honored for his humanitarian efforts by Ace, an organization that supports the homeless.

“Bobby Campbell stadium will be a game changer for our championship athletics program at Lynn,” Lynn University President Kevin M. Ross said. “With 19 national championships, we’ve always had extremely accomplished student-athletes and dedicated coaches and staff. Now, thanks to Bobby, we’ll have an outstanding and intimate venue for our campus and community to experience our Fighting Knights under the lights.”

Contact public relations

Media: [Jamie D’Aria](#) ([about-lynn/campus-directory/JDAria](#)), public relations manager

Advertising: advertising@lynn.edu (<mailto:advertising@lynn.edu>)

3601 N. Military Trail, Boca Raton, FL 33431

+1 561-237-7000 | 1-800-994-LYNN

Recognized by Apple as a distinguished school for innovation, leadership, and educational excellence.