

KU SCHOOL OF BUSINESS  
DISTINGUISHED ALUMNI 1998  
**ROBERT E. ROTH**

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Roth served as an administrator for the Dominican Sisters in Great Bend, Kan., retiring in February, 2008. During his career, Roth served as chairman of the board of Roth Equipment Co. Inc., a retail farm equipment store, and as co-chairman of Straub International, a six stone retail farm equipment firm doing business in West Central Kansas. Other business involvement includes organizing and directing Cobb Cable Television and Pawnee Beefbuilders, serving as the Director of First national Bank & Trust of Larned, as Director of Bank Chase in Chase, Kan., and as a partner in Larned County Place Senior Living.

Roth also served as chairman of the Pawnee County Greater University Fund drive for 13 years. He was instrumental in establishing the Pawnee County Alumni Scholarship Fund, and has been a director, chapter leader and longtime chairman of the Pawnee County Kansas Honors Program, which recognizes top high-school graduates.

Bob graduated from the KU School of Business in 1954. He was awarded the Fred Ellsworth Medallion from KU in 1993. In his quiet but effective style, Bob has devoted enormous energy to fundraising for the University and has been a trustee of the KU School of Religion for almost 30 years.

