

Peacock Ball Honoree

RITA BORNSTEIN



There are few people in Winter Park's history who have left such an indelible mark on Rollins College and the City as Dr. Rita Bornstein. As Rollins' first female president (1990-2004), her transformational achievements have been recognized well beyond the College's campus.

Bornstein's determination, focus and fundraising prowess are legendary in Rollins' lore and in the community. During her 14-year tenure, she worked tirelessly to increase the quality of every aspect of the College. Rollins' ranking in the *U.S. News & World Report* rose from No. 6 to No. 1 among Regional Universities in the South.

Bornstein spearheaded Rollins' most ambitious fundraising effort to date, *The Campaign For Rollins*, which secured \$160.2 million. The College's endowment more than quintupled, adding a significant number of endowed chairs and allowing for construction and renovation of 30 buildings, as well as the McKean Gateway.

Upon her retirement, she was named Citizen of the Decade by the Winter Park Chamber of Commerce. She has remained active in the Winter Park/Orlando community, serving on the boards of the Winter Park Health Foundation, the Parkinson Association of Central Florida and the Dr. P. Phillips Center for the Performing Arts.

She's very proud of her children and grandchildren. Her daughter, Rachel, is an attorney for the University of Virginia; her son, Mark, is a tech executive and marketing guru in San Francisco; her stepson, Per, is a music professor and her daughter-in-law, Anne, is an administrator and professor, both at Miami of Ohio.

A native of New York City and a long-time Florida resident, Bornstein earned her B.A. and M.A. degrees in English literature from Florida Atlantic University and was awarded a Ph.D. in educational leadership from the University of Miami.

Her love for and dedication to Rollins College and Winter Park will forever be her legacy.