

## Bill Battle



Collegiate Licensing Company Founder **Bill Battle** was a member of The University of Alabama football team that gave Coach Bear Bryant his first National Championship in 1961, and having served as Head Football Coach at the University of Tennessee, **Bill Battle** had the foundation and knowledge of college sports necessary to create The Collegiate Licensing Company (CLC) - the nation's oldest and largest agency dedicated to providing domestic and international licensing services to the collegiate market.

Founded in 1981, CLC currently representing more than 200 colleges, universities, bowls and conferences, as well as the NCAA and the Heisman Trophy, and has paid its partner institutions more than \$1 billion in royalties since its inception. Battle served as president and CEO of CLC until 2002, when he turned the day-to-day operations over to his son, Pat. In 2007, CLC was acquired by IMG, the world's premier sports and entertainment marketing company. CLC remains a separate business unit within IMG, reporting to Pat Battle who heads up IMG College. Bill still remains active in CLC and its related businesses.

For his unparalleled work in the licensing profession, Battle was chosen as the inaugural inductee into the National Collegiate Licensing Association Hall of Fame in 2000 and was inducted into the International Licensing Industry Merchandisers' Association (LIMA) Hall of Fame in 2008. Battle also received the National Football Foundation's "Outstanding Contributions to Amateur Football" award in 2008 and was recently named to the board of the National Football Foundation & College Hall of Fame.

## Finus Gaston



Crimson ties are a family tradition for Finus Gaston, Senior Associate Athletic Director. His father, the late Finus C. Gaston, was sports information director at Alabama from 1953-61, allowing his son to grow up around Alabama athletics. And his mother, the late Jewell Gaston, was a long-time departmental employee in the Tide Pride office.

Gaston joined the University of Alabama Athletics Department in 1996 after serving the University for 22 years. The Tuscaloosa native was Assistant Vice President for Auxiliary and Support Services before joining the Crimson Tide athletics staff.

His duties as the department's Chief Financial Officer encompass management of the athletics business office, budgeting, human resources, contract negotiation and administration, long range strategic planning, team travel for all sports, capital projects, and general maintenance of facilities and grounds associated with athletics. During the fall of 1999, Gaston served as the University's interim athletics director.

His ties run deep with the department. The 1969 Tuscaloosa High School graduate continued his education at the University of Alabama, working his way through school as Coach Paul "Bear" Bryant's head football manager. In 1973, Gaston earned a degree in business education, then went on to earn a Master of Arts degree in trade and industrial education in 1975. In 1984, Gaston received his Doctor of Education Degree in administration and higher education. His doctoral dissertation, "Administrative Decision Making: A Study of Collegiate Trademark Licensing Programs", was the first documented research on the collegiate licensing industry.

He is a member of Omicron Delta Kappa, Phi Delta Kappa, and Kappa Delta Pi honorary fraternities.

Upon graduation, Gaston's career flourished at the University. Working in the Financial Affairs Division, he held positions as Buyer, Assistant Purchasing Manager, Purchasing Manager and Director of Licensing, Associate Director of Business Services, and Assistant Vice President for Auxiliary and Support Services.

Gaston and his wife, Martha, have two children: a son, Will Wagner, a 1995 graduate of Alabama and a 2001 graduate of UAB Dental School and his wife Berkley (UA '95); a daughter, Curri Diciara, a 1998 graduate of the Capstone and her husband Neal (UA '2001), and one granddaughter, Anna Carson Wagner.