



## Dr. Persis Emmett Rockwood

May 10, 1924 - May 31, 2021

Professor Emeritus Persis Rockwood passed away May 31, 2021, at her home in Tallahassee. She is survived by her husband of 54 years, Charles E. Rockwood.

A memorial service will be held at Trinity United Methodist Church, Sunday, June 20, at 2:00 p.m. In order to view the service via livestream, please visit <https://youtu.be/I6PfG6bRYRo>. A reception will immediately follow the service in Moor Hall. Dr. Rockwood will be interred with her parents in Green Mountain Cemetery in Boulder, Colorado. Gifts in her memory may be made to LeMoyne Art Foundation, Inc. at <https://www.lemoyne.org/donate.html>

Dr. Rockwood was born on May 10, 1924, to Ruth James and Victor Emmet in Boulder, where she spent her childhood. A piano prodigy, she played Sergei Rachmaninoff's Piano Concerto No. 2 for her eighth-grade graduation.

Following her junior year of high school, she entered the University of Colorado and earned a bachelor ' s degree in business with special honors in just three and a half years. She then earned her MBA from the University of Colorado. While there, she was an active member of Chi Omega Sorority.

Following her graduation from the University of Colorado, she was accepted at Stanford University. She graduated from Stanford in 1960, the first woman to receive her Ph.D. in business from the university. She immediately joined the faculty at the Florida State University College of Business and retired in 1989 as a Professor Emeritus.

Her promotion to full professor of marketing in 1973 at Florida State and her

election to the presidency of the Southern Marketing Association, of which she was a founding member, also were firsts among women. During her tenure at Florida State, Dr. Rockwood produced an impressive list of academic publications in areas such as location theory and retail leasing, among others. She also worked as a senior economist with the Federal Deposit Insurance Corporations (FDIC).

Dr. Rockwood also served as special assistant to the Florida State president and chaired a university committee charged with creating policy on gender equity in faculty salaries. Among her many honors at Florida State are her induction in the College of Business Hall of Fame in 2018. In 2019, Rockwood and her husband donated to name the Persis E. Rockwood Undergraduate Programs Suite in Legacy Hall, the college's future home. A celebration of the naming in May of that year drew a standing-room-only turnout at the College of Business. The portrait with a plaque bearing her name has been hung in the Undergraduate Programs Office in the Rovetta Business Building, where it will remain until it can be relocated to a prominent position in Legacy Hall. In that same year, she and her husband created the Persis E. Rockwood Professorship in Marketing and two of her former students supplemented the professorship with major gifts of their own.

Always generous supporters of the arts and music community, she and her husband made a generous donation to the College of Music at Florida State to build a one-of-a-kind pipe organ tailored specifically for Opperman Music Hall. The Rockwood Organ will be among the finest in the nation, a landmark instrument that will enhance the prestige of Florida State's organ and sacred music programs. In addition, the Rockwood's generous donation to the LeMoyne Arts Foundation has enabled the center to revitalize its renowned Helen Lind Sculpture garden.

Rocky Bevis of Bevis Funeral Home in Tallahassee (850/385-2193 or [www.bevisfh.com](http://www.bevisfh.com)) is assisting Dr. Rockwood with his wife's arrangements.

# Previous Events

## Memorial Service

JUN 20. 2:00 PM (ET)

Trinity United Methodist Church  
120 West Park Avenue  
Tallahassee, FL 32303

## Reception

JUN 20. 2:45 PM (ET)

Moor Hall  
120 West Park Avenue  
Tallahassee, FL

# Tribute Wall



“ *Lavender Reflections Spray was purchased for the family of Dr. Persis Emmett Rockwood.*



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June 16, 2021 at 02:50 PM



“ *Charlie, I am so sorry to hear of Persis's passing. I remember her sense of humor and great intellect. She was a class act! Jan Brown*

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**Jan Brown** - June 13, 2021 at 11:17 AM