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**George C. Ruotolo Jr. New Chairman of the Ramapo College Board of Trustees**  
*Cliffside Park Resident Expert in Fundraising, Public Relations*

(MAHWAH,NJ) – George C. Ruotolo Jr. took the helm recently as Chairman of the Ramapo College Board of Trustees. The board unanimously elected Ruotolo as Chairman, along with William F. Dator as Vice Chairman and David G. Schluskel as Secretary.

“I am very much looking forward to assuming the role as chair of the Ramapo Board of Trustees,” said Ruotolo. “ I see this as a great opportunity and privilege to continue my work with President Peter P. Mercer and my fellow Trustees along with the faculty, staff and students to advance the mission of one of this country's premier public institutions. It is my intention to work to advance academic quality and diversity while maintaining a robust enrollment ensuring continued fiscal and operational sustainability. Additionally, I pledge my support and continued involvement to our Foundation and the endeavors of our comprehensive capital campaign, Pushing Boundaries. . .Further Our Promise, that continues to expand and refurbish our campus. This effort continues even though it has surpassed its original goal of \$40 million.”

He was appointed to the Board in 2010 and was recently named Chair of the newly created Ramapo College Institutional Advancement and Alumni Relations Committee to help expand fundraising efforts and community outreach, given his extensive expertise in the area. Ruotolo recently served as counsel to Niagara University, which raised more than \$80 million, the largest capital campaign in their history.

“As we look to advance our strategic goals and fund new programs and opportunities for our students, Chairman Ruotolo’s vast philanthropic background will be critical to our

success,” said Ramapo President Peter P. Mercer. “He will serve as a resource to the College, me and the Ramapo College Foundation.”

Ruotolo, Chairman and CEO of Ruotolo Associates Inc., is counselor to non-profit organizations and institutions, and has been a professional fundraising and public relations executive since 1973. Prior to establishing Ruotolo Associates in 1979 he served as vice president of a major public relations fundraising firm and worked in investment banking. His expertise encompasses annual development, capital campaigns, planned giving, marketing and public relations programs for dioceses, churches, colleges, schools, hospitals and social service organizations on local, regional, and national levels.

Recognized as an effective communicator and seminar leader, Ruotolo has addressed audiences on such timely issues as leadership, fundraising, development, marketing and public relations. He has taught a Fundraising Fundamentals course at Seton Hall University and has been a guest lecturer at Baruch College, Columbia University and other institutions of higher learning. Ruotolo has often been designated as a media spokesperson on key philanthropic issues impacting our society. He has appeared on CNBC Money, the Phil Donahue Show on MSNBC and NPR, CNBC, CNN and in Worth Magazine.

In addition, he is a former board member of the Association of Fundraising Professionals (AFP). He is also the former Vice-Chair of the Non-Profit Advisory Council of the National Association of Corporate Directors. Ruotolo served for four years on the Board of Directors of the American Red Cross, Bergen-Hudson Chapter, Ridgewood, New Jersey, and was a founding member of the Ridgewood Educational Foundation. He is a member of the New Jersey Chapter of the AFP, and is a Certified Fund Raising Executive. He was awarded the 2005 Robert J. Smythe Outstanding Professional Fundraiser Award by the New Jersey Chapter of the AFP.

A graduate of Niagara University, he holds an undergraduate degree in political science and communications with advance training through professional institutes. He has

resided in Bergen County since 1979; his business is located in Creskill. Ruotolo and his wife Joanne, a nurse practitioner at Englewood Hospital who specializes in women's health, reside in Cliffside Park. They have three grown children.

For a downloadable photo, please click here:

<http://www.ramapo.edu/news/pressreleases/2013/images/Ruotolo.tif>

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Ranked by *U.S. News & World Report* as sixth in the Best Regional Universities North category for public institutions, Ramapo College of New Jersey is sometimes mistaken for a private college. This is, in part, due to its unique interdisciplinary academic structure, its size of approximately 6,008 students and its pastoral setting in the foothills of the Ramapo Mountains on the New Jersey/New York border.

Established in 1969, Ramapo College offers bachelor's degrees in the arts, business, humanities, social sciences and the sciences, as well as in professional studies, which include nursing and social work. In addition, Ramapo College offers courses leading to teacher certification at the elementary and secondary levels. The College also offers five graduate programs as well as articulated programs with the University of Medicine and Dentistry of New Jersey, New York Chiropractic College, New York University College of Dentistry, SUNY State College of Optometry and New York College of Podiatric Medicine.