

**PRESIDENTIAL PROCLAMATION  
CONGRATULATING AND THANKING DIRECTOR OF  
ATHLETICS WILLIAM R. “BILL” BATTLE ON THE  
ANNOUNCEMENT OF HIS RETIREMENT**

By President Lillian R. Roth

The University of Alabama Student Government Association

WHEREAS, The University of Alabama announced the retirement of Director of Athletics Bill Battle on January 15, 2017; and

WHEREAS, Coach Battle has been in this important position since March 22, 2013; and

WHEREAS, Coach Battle has not only maintained Alabama's unparalleled athletics success, but also has placed increased focus on the primary mission of Alabama Athletics: to recruit and develop student-athletes to compete at the highest levels in intercollegiate athletics, to educate and prepare student-athletes to compete at the highest levels in life after graduation, and to accomplish both with honor and integrity; and

WHEREAS, Coach Battle attended The University of Alabama on a football scholarship and enjoyed a successful playing career as a three-year starter at end for the Crimson Tide under legendary head coach Paul "Bear" Bryant from 1960-62. Battle was a member of Bryant's first national championship team at Alabama in 1961 and was named first team tight end and second team defensive end on The University of Alabama All Decade Team of the 1960s, a decade in which Alabama won three national championships; and

WHEREAS, Coach Battle was also an excellent student, earning a bachelor's degree in Biology (minor in Psychology) from The University of Alabama in 1963 and a master's degree in Education from The University of Oklahoma in 1964; and

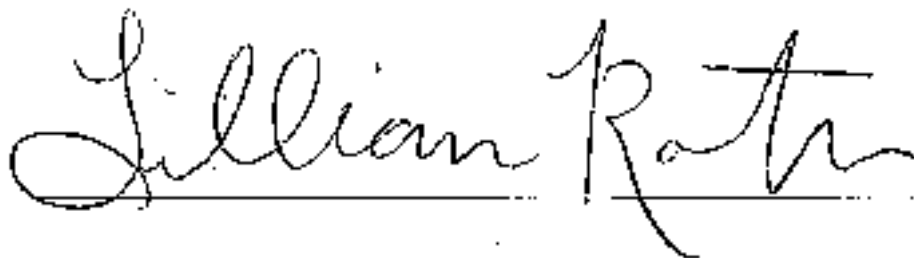
WHEREAS, Coach Battle took the job at Alabama after a career as a college football coach and entrepreneur that was consistently hallmarked by innovation and foresight, evidenced by his membership in the Alabama Sports Hall of Fame, Tennessee Sports Hall of Fame, National Collegiate Licensing Association Hall of Fame, International Licensing Industry Merchandisers' Association Hall of Fame, National Association of

Collegiate Marketing Administrators' Hall of Fame, and Sporting Goods Industry Hall of Fame; Coach Battle serves on the boards of the Bryant-Jordan Student-Athlete Foundation, The University of Alabama A-Club Educational & Charitable Foundation, the Crimson Tide Foundation, and the National Football Foundation and was awarded the Paul W. Bryant Alumni Athlete Award in 2005, the National Football Foundation's Outstanding Contributions to Amateur Football honor in 2008, and the Lifetime Achievement Award by the University of Tennessee in 2011;

*THEREFORE, BE IT PROCLAIMED*, that the Student Government Association congratulates Director of Athletics Bill Battle on his retirement and wishes him, his wife Mrs. Mary Battle, and their family the very best during this joyous time; and

*BE IT FURTHER PROCLAIMED*, that the Student Government Association wholeheartedly thanks Coach Battle for all that he has done and continues to do for the University and extols his example of servant-leadership and commitment to excellence in character and achievement.

*IN WITNESS WHEREOF*, I have hereunto set my hand this nineteenth day of January, in the year of our Lord two thousand seventeen.



Lillian R. Rath