A member of the John D. Rockefeller Sr. family and two other nationally-recognized business executives will speak March 15 and 16 at Stetson University through the Roberson Visiting Executive in Residence Program. All lectures are free and the public is invited.

Steven C. Rockefeller Jr., vice president at Bankers Trust Private Banking in New York, will discuss "Philanthropy and Social Responsibility (in Family Business)" at 10 a.m. March 16 in the Lynn Business Center lobby, 345 N. Woodland Blvd.

Stetson University alumnus Michael A. Bozzuto, president and CEO of Bozzuto’s Inc., a full-line wholesale food distribution company based in Cheshire, Conn., will speak at noon March 15 in Room 225 of the Lynn Business Center. He will explore changes in the channels of product distribution over the past three to four decades. Bozzuto is past chairman of the New England Wholesale Food Distributors’ Association and a member of the Connecticut Food Association Board and Food Distributors International Board. He’s also a member of the Food Marketing Institute and a former member of the advisory board for the Bank of Boston-Connecticut.

William K. Schroff, investment banking and international business expert, earned both bachelor’s and master’s degrees from Stetson. He spent 22 years as an officer with various New York Stock Exchange and regional investment banking firms and currently is managing director and founder of Finimex S A, based in San Jose, Costa Rica. For information on the time and place of Schroff’s March 15 address, call Stetson’s Family business Center at (904) 822-8994.

Dr. Greg McCann, director of the Family Business Center, is coordinating the visits. Established in 1998 in response to the growth of family businesses across the country, the center is designed around a multidisciplinary program that prepares students for careers with family businesses.

Helene B. Roberson, a prominent Volusia County business woman, established the endowed Roberson Visiting Executive in Residence Program at Stetson’s School of Business Administration in August 1997. Through the program, up to five executives each year come to Stetson to lecture and participate in classes and discussion groups. Roberson’s vision is that the program expose students to successful executives in a variety of fields, giving them insight into the complex and rapidly changing business environments they will enter after earning their academic degrees.

Roberson was the Anheuser-Busch wholesaler for Volusia County from 1959 to 1995 when she sold her Port Orange-based distributorship, Daytona Budweiser. Today she is president of Lanie Enterprises Inc. in Ormond Beach. Her son, Robert "Robbie" Roberson, purchased the family’s Lake Helen operation and created Quality Brands Inc., which serves West Volusia, parts of New Smyrna Beach and Putnam County. He is president of Quality Brands.

A fifth generation member of a family known for both its wealth and extensive philanthropy, Steven Rockefeller is responsible for Bankers Trust Private Banking’s “Wealth with Responsibility” program. The program is designed to help families use their money productively, whether they seek investment results or social ones. “Wealth with Responsibility” presents an annual three-day conference, as well as shorter seminar and other information centered on philanthropy and social investing topics.

Rockefeller has been a key participant in the creation of the Bankers Trust Microcredit Development Fund, a partnership between the bank and its clients to support small loan programs around the world. As a relationship manager, he works to serve the needs of individuals, family offices and foundations by leveraging the global capabilities of Bankers Trust.

Rockefeller holds a master’s of public and private management degree from Yale University.