

HOWARD HOLDERNESS, President of the Jefferson Standard Life Insurance Company, native of Tarboro, Phi Beta Kappa graduate of this university with the degree of A.B.(1923) and of Harvard University with the degree of M.B.A.(1925), began his career with Jefferson Standard in 1925 and steadily advanced until, in 1950, he attained his present position. As a leading business executive, he also serves on the boards of four other enterprises.

Nationally recognized in his chosen profession, Mr. Holderness has attained the highest honor open to life insurance executives by his election as chairman of the Board of Directors of the Life Insurance Institute. Philanthropist and civic-minded leader in his community, university, state, and nation, he has graciously accepted responsibilities as a trustee or executive of humanitarian enterprises, including, among others, the Advisory Council on Naval Affairs, the Life Insurance Medical Research Fund, of which he is chairman, the Business Foundation of this University and now its president, the Medical Foundation of North Carolina of which he is chairman, and the National Council of Jews and Christians.

Devoted servant of his alma mater, Mr. Holderness has loyally given of his time and fortune to advance the cause of higher education not only in business but also in medicine. For his steadfast interest in alumni affairs, for his civic and educational leadership, and for his unselfish contributions to the development of this university, his alma mater takes pleasure in honoring this distinguished alumnus with the degree of Doctor of Laws.

University of North Carolina at Chapel Hill  
Commencement, June 6, 1966