

ADVANCING TEMPLE

An Update on Institutional Progress

*for Alumni and Friends
of Temple University*

WINTER 2009 | VOLUME 4 | ISSUE 2

ACCESS
to
EXCELLENCE



THE 125TH ANNIVERSARY
CAMPAIGN FOR TEMPLE

ROBERT M. ROSENTHAL

Driving Success

Just three years after Robert Rosenthal, SBM '51, graduated from Temple with a bachelor's degree in business administration, he opened his first automotive dealership, Rosenthal Automotive, in Arlington, Va. Rosenthal is a second-generation member of his family to be involved in the automotive industry; his father's association with Chevrolet began in 1919. During his own 50-year career, Rosenthal has founded more than 35 dealerships.

"I know that my success in business and my happiness in life are due in large part to my association, as a young man, with Temple University. I received not only a great education, but I also met Marion, my wife of 57 years," says Rosenthal, whose family includes three daughters and three grandchildren.

Always a pioneer, he sold Japanese cars in the United States in the 1960s, making Rosenthal Automotive one of the first dealerships in the United States to do so. Today, he owns 12 dealerships in Washington, D.C., Virginia and Maryland, and is one of the area's largest automotive dealers.

Rosenthal's forward-thinking business savvy shone through in the late '90s, when he and his partner, John J. Pohanka, formed Capital Automotive REIT. The company was the first automotive-only real estate investment trust in the country, which invested in the real property of multi-site, multi-franchised auto dealerships. In 2005, private investors bought the company for more than \$3 billion.

Now, Robert and Marion Rosenthal together are having a direct impact on Temple through a significant gift to students at the Fox School of Business. With a recent \$1 million commitment to support undergraduate and graduate scholarships, the Rosenthals are ensuring that the best students of today are given the resources they need to become tomorrow's business leaders and entrepreneurs.

"In our gratitude to Temple, Marion and I established the Marion and Robert Rosenthal Scholarship Fund," says Rosenthal. "We hope the Fox School of Business will give deserving young people the chance and opportunity to enjoy and participate in all that Temple University has to offer, regardless of their financial ability."

