



## **"BUD" ROBINSON**

**BUD'S LIFE HAS BEEN A TURBULENT ONE AND HE RIGHTLY DESCRIBES HIMSELF AS A "WORKAHOLIC".**

**BORN AND RAISED IN SCRAPPY BALTIMORE, HE REMEMBERS GETTING INTO A LOT OF FIGHTS IN JR. HIGH SCHOOL.**

**HIS YOUTH WAS TIED TO THE MILITARY SINCE HIS FATHER WORKED AS A CIVILIAN AT BASES IN FLORIDA AND THE CANAL ZONE, WHERE THE FAMILY WAS TRANSFERRED WHILE BUD WAS IN HIGH SCHOOL.**

**BUD NEVER FINISHED HIGH SCHOOL IN BALBOA BUT WENT IMMEDIATELY TO FLORIDA STATE UNIVERSITY WHEN HE WAS ONLY SIXTEEN. THIS WAS POST- WW11 WHEN FLORIDA STATE HAD JUST CHANGED FROM AN ALL-GIRLS SCHOOL TO COED, SO THERE WERE SEVEN WOMEN TO EVERY YOUNG MAN. BUD WAS AMBITIOUS AND WANTED TO TAKE ADVANTAGE OF ALL THE EDUCATIONAL OPPORTUNITIES OFFERED TO THE MILITARY AFTER WW11, SO HE SERVED CONSECUTIVELY IN ALL FOUR BRANCHES, WHILE CONTINUING HIS EDUCATION AT DUKE UNIVERSITY.**

**AT 21, BUD MET WANDA AND WANTED TO GET MARRIED, SO HE HAD TO LEAVE FLIGHT TRAINING AND FIND A JOB. HE JOINED PROCTER AND GAMBLE AS A SALESMAN AND HE AND WANDA SPENT OVER 20 YEARS MOVING BACK AND FORTH FROM THE EAST COAST TO THE BAY AREA AS BUD MOVED UP IN THE ORGANIZATION. BY THE END OF HIS CAREER WITH P&G HE WAS DEEPLY INVOLVED IN ADVERTISING, WHICH LED TO HIS NEXT STEP WHEN HE BECAME MANAGER OF LEVI STRAUSS EUROPE, INTRODUCING THE BRAND TO EUROPE, WHERE IT FLOURISHED UNDER HIS MARKETING SKILL.**

**BUD AND WANDA LIVED IN BRUSSELS AND SPENT THEIR TIME IN EUROPE WORKING AND TRAVELLING TO OTHER COUNTRIES ON LONG WEEKENDS. WHEN THEY RETURNED TO THE U.S., BUD BECAME PRESIDENT OF LEVI STRAUSS INTERNATIONAL. UPON RETIREMENT, THE ROBINSONS MOVED TO CARMEL WHERE WANDA DIED IN 1999. THEY HAD ONE DAUGHTER AND TWO GRANDDAUGHTERS.**

**WHILE AT DUKE UNIVERSITY BUD STARTED PLAYING BRIDGE BUT AFTER HIS MARRIAGE HE ONLY FOLLOWED BRIDGE IN THE NEWSPAPERS. NOW LIVING IN SHELL BEACH, HE IS A REGULAR IN THE NOVICE GAME AT FIVE CITIES BRIDGE CLUB WHERE HE AND HIS PARTNER, ART DEEL, OFTEN COME IN FIRST.**

**HAS BUD RETIRED FROM BUSINESS COMPLETELY? NO. YOU CAN LOOK UP HIS NEW VENTURE ON AM4U.COM. BUD IS THE CHIEF MARKETING OFFICER FOR THE INNOVATIVE COMPANY THAT OFFERS CLOTHING, DYED BY AN ECOLOGICALLY SOUND METHOD THAT USES NO WATER OR HARSH CHEMICALS.**

