

Lloyd Marshall Jard '43 (B.S.)

When Lloyd Jard retired as a partner with the accounting firm of Peat Marwick in Houston eleven years ago, he decided to get more involved in University affairs. Much to the University's benefit, he has been hooked ever since.

Lloyd renewed his relationship with Carolina first as a director and officer of the General Alumni Association. In 1982, he chaired the search committee which recommended the selection of the Association's Executive Director.

He has served on the Board of Visitors since 1981, the last two years as its chairman. In that capacity, he's become almost as much of a campus fixture as old Silent Sam. And he's a primary reason the Board, which used to be known more as a meet-and-eat social and honorary group, has become increasingly active in Carolina affairs.

Two years ago, for example, he chaired the Board's first task force, which undertook a comprehensive review of the admissions process. The idea worked so well it became the model for four subsequent task forces that have probed such important University issues as communications, faculty compensation, the role of research, and budget and finances.

"The reason that first task force worked so well is we got the right man to lead it," says Phil Harris of Henderson, a former partner at Peat Marwick, and a fellow Alumni Board and Board of Visitors member. "Lloyd is a natural leader. He's got an innate ability to cut right to the heart of the matter and figure out what needs to be done.

"Then he's great at delegating and getting things organized and then firing people up to carry out his vision. There's no question he's left his personal stamp on the Board. We're lucky to have him," Harris says.

Lloyd modestly brushes aside such praise. "All I'm trying to do is bring the businessman's viewpoint to academia. We're not always successful in getting our points across, but at least the University people are starting to listen to us, and I think they realize that we only want what's best for the University, just like they do," he says.

A Newport News, Va. native, Lloyd enrolled at Chapel Hill in 1941 following a two-year false start at State College in Raleigh. After graduating with a B.S. in Commerce, he received his ensign's commission in the U.S. Navy in 1943. Two years later he found himself on an LST in the thick of the Normandy invasion, transporting troops and armor to the beach. That experience left such a lasting impression on him that he plans to begin a novel about it this summer while enjoying his summer home at Wrightsville Beach.

But not even the muse will keep him away from his University labors for very long, he says. "It's funny, but from the time I graduated until the time I retired, I rarely came back to Chapel Hill. When I finally did, I found out how much I'd missed it. Now you can hardly keep me away."