Robert Edgar Long, Jr., known by friends and associates as Bobby Long, is one of the most successful business entrepreneurs in North Carolina.

Mr. Long co-founded and served as partner at Long, Miller & Associates, the nation’s largest provider of insurance packages to major financial services institutions, until its sale in 2002. He is currently a partner at Shelby Capital, a capital management company for financial institutions. Throughout his distinguished career, Mr. Long has built a reputation for visionary leadership, creativity, and innovation and played a pivotal role in the economic revitalization of our region.

Bobby Long was a central figure in the development of the Elon University School of Law, as well as the city’s baseball stadium and the nationally acclaimed PGA golf tournament, which have significantly enhanced Greensboro’s economy and the region’s capacity for strategic collaboration.

He played a leadership role in establishing the charitable foundation that saved the PGA golf tournament, which has been held in Greensboro since 1938. He was instrumental in dedicating a portion of proceeds from Greensboro’s Wyndham Championship for economic development initiatives in the Triad focused on aerospace, the furniture industry, and science and medical technology. Of his effort to secure the future of the golf tournament, Mr. Long said, “For me, this wasn’t so much about saving a golf tournament. It was more about uniting a region.”

Through his membership in the Piedmont Triad Partnership and his service as chairman of the Piedmont Triad Charitable Foundation, Mr. Long has led by example, enhancing collaboration among public and private sector leaders and promoting the Triad as a vibrant business region.

A firm believer in the power of philanthropy to change lives, Mr. Long has helped raise funds for the United Way of Greater Greensboro, advancing that organization’s education, income, and health initiatives across the region, and the Future Fund of the Community Foundation of Greater Greensboro, which supports a variety of downtown organizations. Mr. Long is one of the founding donors to Elon University School of Law, giving generously to support student scholarships and the university’s distinctive approach to legal education. He also helped build support for Elon Law among community leaders, because he recognized what a law school focused on leadership and service could contribute to North Carolina and the nation. He has served with distinction as a founding member of the School of Law Advisory Board and as an Elon University trustee.

In recognition of his remarkable and lasting contributions to the Piedmont Triad, the state of North Carolina, and to the success of the Elon University School of Law, Elon University is pleased to bestow upon Robert Edgar Long, Jr., the honorary degree Doctor of Humane Letters this twenty-third day of May 2010.

Leo M. Lambert
President