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JOHN NICHOLLS

# Expanded FIU's business school

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John Nicholls, a founding faculty member who is credited with helping to establish and expand the Florida International University Business



NICHOLLS

School, died of cancer at Mercy Hospital on Friday. He was 68.

In 1972, he was hired as a founding faculty member at FIU's business school, and throughout 30 years there he played a major role in building its size and reputation.

"He was an incredibly hard worker. His car was the first in the car park in the morning," said marketing Professor Peter Dickson, whom Nicholls hired five years ago.

One of Nicholls' major endeavors was research into understanding what is unique and special about the Hispanic family and their shopping behavior. "He has been the real pioneer in this research," Dickson said.

Nicholls, who was born in Bournemouth, England, met the love of his life at FIU.

In 1984, Spanish professor Florence Yudin spotted Nicholls wearing a T-shirt that said "A Woman's Place is in the Union."

He caught her eye, and Yudin attended several meetings of the United Faculty of Florida, where she heard him speak in what she referred to as "Shakespeare's English."

One day, she offered to pour him a cup of coffee, and

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the two had been lifelong companions ever since.

"We spent a lot of time laughing. It's so good for the spirit and the mind," Yudin said. Nicholls enjoyed listening to Yudin read Spanish poetry though his Spanish was limited, and they both shared an avid love of the works of Shakespeare.

"He has never left Shakespeare," Yudin said. "It's just in the DNA."

Three years ago, when Nicholls' mother died, he kept his composure and spoke words at her memorial Yudin never forgot.

"He stood before the gatherers in England and said 'I never heard a harsh word from my mother in her entire life.' I thought that was such an extraordinarily courageous tribute from a person," Yudin said.

"We were there to celebrate her life. I hope I can do the same for him."

Nicholls is survived by Yudin. He has no surviving relatives.

Memorial services will be today from 2 to 6 p.m. at Caballero-Rivero Funeral Home, 8200 SW 40th St.