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im Prudhome was dedicated. The 1970s grad returned to serve on committees, boards and helped establish the Silver Eagles alumni group. Prudhome, 68, of La Crosse, died May 23, 2014. But his commitment to UW-L continues.

A $195,000 estate gift has established the James Prudhome Scholarship Endowment Fund in Economics. Two College of Business Administration juniors or seniors majoring or minoring in economics will receive $4,000 scholarships beginning in 2016-17. For 2015-16, one $2,500 scholarship will be given.

“We very much appreciate Jim’s thoughtful gift,” says TJ Brooks, Economics Department chair. “I know he was always a staunch supporter of the university and cared very deeply for our students.”

Prudhome was president of Silver Eagles for nearly a decade. He was its representative on the UW-L Alumni Association Board of Directors for nine years.

After his Silver Eagles board term expired, Prudhome continued to be involved with the CBA’s Take An Eagle to Lunch. He attended the Foundation’s scholarship reception annually. He enjoyed meeting recipients, says Janie Morgan, Alumni Association executive director.

“Jim loved the students, and was so proud of the College of Business Administration,” says Morgan. “He lit up when he talked about the students he met and the impact the scholarship dollars were having on their lives.”