

Rettle welcomes EHS Class of 1965 at Chuck Fruit Aquatics Center

by Dan Brannan, Content Director
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The Chuck Fruit Aquatics Center will have a lasting impact for Edwardsville High School.

Bob Rettle, director of the new center, provided information and a tour to Chuck Fruit's classmates as part of the group's recent 50th Edwardsville High School reunion.

Sharon Fruit, Chuck's wife, orchestrated the donation and assistance to build the aquatics center that has attracted national attention, opening its doors for such a wide variety of swimmers.

Gail Miller, class spokesperson for the 50th reunion, said the class has lost several members over time, but always meets every five years. The 50th anniversary was special, she said, which was held over both Friday and Saturday nights. The tour of the Chuck Fruit Aquatic Center was held on the Saturday afternoon of the reunion time.

"We are so proud of Chuck and what he did for the school," Miller said. "We think it is wonderful one of our classmates did this."

Another classmate said he was very proud of Chuck's contribution and to come back every five years to Edwardsville.

Chuck Fruit was a 1965 graduate of Edwardsville and he swam in school at Williams College. He ultimately was a marketing pioneer for Anheuser Busch and Coca-Cola and had a global impact with his efforts with both companies.

Rettle said it was great to have Chuck Fruit’s class members come in and see how much his donation meant to Edwardsville and much beyond.

“We are extremely thankful for the donation and the facility,” he said. “We are now having such a far-reaching impact with the aquatics center.”





CHARLES B. FRUCHT
1946 - 2008

Chuck Frucht was a native of Edwinstown and graduated from Edwinstown High School in 1965. He attended Williams College in Williamstown, Massachusetts and graduated in 1969. In his youth, Chuck was a swimmer, diver, and lifeguard at Sunset Hills Country Club. He continued swimming and diving on the team at Williams.

Chuck was a pioneering marketer and held top advertising positions at Andersen-Busch Co. and The Coca-Cola Company. He joined Andersen-Busch in 1976, and over the next fifteen years, rose to become Vice President of media and sports marketing. In 1991, Chuck joined Coca-Cola and became Senior Vice President. He served as Chief Marketing Officer with responsibilities in world-wide sports, global media, and entertainment marketing. He was recognized around the world as a media and sports marketing visionary. Chuck served as Chairman of the National Kidney Foundation and volunteered countless hours to support their work.

Chuck had a lifelong love and passion for swimming. He was humble, possessed a quiet strength, and had a wonderful sense of humor.

"The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his education and his recreation, his time and his religion. He looks upon the whole as a unity. He single purpose his vision of excellence to whatever he does, leaving no room in his schedule for a meddling or playing. To him, life is always being lived."

-Aristotle

GORI JULIA
& ASSOCIATES