

**MEMORIAL RESOLUTION OF THE FACULTY  
OF THE UNIVERSITY OF WISCONSIN-MADISON**

**ON THE DEATH OF PROFESSOR EMERITUS J. HOWARD WESTING**

John Howard Westing born August 5, 1911, in New Era, Michigan, and died August 24, 2001 in Sun City, Arizona. Professor Emeritus J. Howard Westing served our School of Business as professor, associate dean and department chair (Marketing) during the years 1949-1977. As the associate dean of the School of Business he played an instrumental role in helping the faculty plan and manage the transformation of the former School of Commerce into a nationally ranked graduate and undergraduate School of Business. Westing authored and coauthored several leading textbooks which were published in various languages and saw as many as seven editions. Howard was widely recognized for his knowledge and teaching of the ethical practice of marketing and business. He gave unselfishly of his time to students, both undergraduate and graduate. In 1982 his doctoral students sponsored a "Westing College" seminar in his honor to read and discuss essays that Howard had authored during his active retirement. In addition, they established a Westing Fellowship at the UW-Madison School of Business in his honor. A great teacher, Howard continued to teach (part-time) during his retirement in Arizona until shortly before his death.

Westing graduated from Calvin College with a degree in economics in 1932, playing varsity athletics in tennis and basketball. He earned an MBA in 1934 and a PhD in 1942 from the University of Michigan. He taught at that university before coming to Wisconsin as a full professor in 1949. Howard served as a congregational leader of Luther Memorial and Mt. Olive churches in Madison. He was an active member of the Downtown Rotary Club and a member of the Board of Directors of the Community Chest in Madison. With his family, he was a resident of Shorewood Hills for over 25 years.

In his business and non-university life, he served as president of Westing Paper Company (1970-1972). He was a consultant to General Electric (1955-1970) as well as to IBM and other corporations. Howard lectured about business issues on five continents during his career. During World War II, Westing first served as head of the Sugar Price and Rationing Division and became assistant director of the Food and Rationing Division in 1942-1943. After a brief term of service in the U.S. Naval Reserve, he returned to government service, first with the Foreign Economic Administration's food program (1944-1945), and then with the Department of Commerce as director of Business Practices in International Trade (1945-1946).

Howard is survived by his wife Peggy (Margaret Anderson Westing) of Sun City, Arizona, a daughter Mary Margaret Caywood (Clark), and three grandchildren: Matthew, Emily, and Graham Caywood, Winnetka, Illinois.

Howard Westing served both his students and our university with remarkable dedication, assisting students and faculty in both their professional and personal lives. He did so with complete integrity, a high level of compassion, and great enthusiasm for the search for knowledge. He had a unique ability to motivate his students to think critically about the major professional issues of the day. Hundreds of UW graduates credit him as being their primary mentor and an outstanding friend. Our university has been enriched by the outstanding service of J. Howard Westing.

MEMORIAL COMMITTEE  
William Strang  
Jon Udell, chair