

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

ON THE DEATH OF PROFESSOR EMERITA ALMA FAY SPANN BARON

Dr. Alma Fay Spann Baron was a tireless civic leader and an inspirational teacher who influenced thousands of lives not only in Madison, but worldwide. She died peacefully at Attic Angel Place on Wednesday, October 11, 2006.

Alma was a prolific writer, specializing in articles about women in the workforce and about public speaking, one of her major talents. Maturing from the diametrically opposed viewpoint, as exhibited in a booklet she wrote in 1970 called "Managing Yourself as an Executive's Wife," she blossomed into a pioneer specializing in the science of the movement of women into management roles. Her articles on communications, and on management and careers for women and the dual challenges of career and family, were published in leading journals, trade publications and newspapers, including *The Wall Street Journal*. But overshadowing her writing was her calling as a speaker. Dr. Alma Baron was a sought-after and internationally renowned presenter, combining warm humor with scientifically sound information.

Her greatest joy came with the invitations she received to share her warmth and knowledge overseas. With her husband, Lee, she taught in India, Scandinavia, Hong Kong, New Zealand, Singapore and Indonesia. She spent six months in Sydney, Australia, as visiting professor at the University of Australia. At the UW School of Business, Alma rose to the rank of professor by 1981. She became emerita in 1988. She coordinated all womens' programming for the school and was the co-coordinator for the Managerial Communications Program. She introduced a series of seminars on administrative and secretarial skills, dealing with stress in the workplace, the changing office, and women in management.

In fact, by creating and facilitating these sorts of programs long before they became the "in" thing, Alma Baron helped propel the University of Wisconsin to a leading position in womens' studies among major universities. Professor Alma Baron has been honored with many awards for her outstanding record of service in the academic venue. She earned the National University Extension Association Award for Meritorious Independent Study Course in 1980, Distinguished Service Award from UW-Extension in 1982, The Roberta A. Jerred Distinguished Service Award from the UW-Madison School of Business in 1988, culminating in 1995 in the highest award given by the UW-Madison, the Distinguished Alumni Award. In 1999 she helped to create the University of Wisconsin Madison Faculty-Staff Retirement Association, served as its first president, and envisioned the Blue Ribbon Millennium Committees to take advantage of the wisdom of retired academics and administrators for the study of social issues and eventually to make recommendations for improvement of public policy.

Professor Alma Baron was a dedicated professional, a good colleague always willing to offer support, and a good friend. Alma is fondly remembered by her family, friends, and former colleagues.

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