

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

ON THE DEATH OF PROFESSOR EMERITUS RICHARD C. BERRY

Management Institute Professor Emeritus Richard C. Berry, an accomplished instructor and prolific author on service management and industrial marketing, passed away on Saturday, March 19, 2011 at the age of 86.

Berry started his career with a stint in the Navy, followed by 20 years with Ohio Medical Products (later Ohmeda, and still later GE Healthcare). He earned three patents for his design work on hospital equipment, and his career progressed from engineering to engineering management to market planning.

After joining the Management Institute (then part of UW-Extension) in 1969, Berry moved up to full professor and stayed with the department as it transitioned to become part of the UW-Madison School of Business. He is recognized for many things. He established the nation's first certificate of professional development for service managers. In 1988, the Madison chapter of the American Marketing Association created an annual service award in his name. He was also honored by the National University Extension Association, the National Association of Service Managers and (several times) by UW-Extension.

Berry was a man who enjoyed people and reached out to them as friend and mentor. He worked tirelessly to promote the Wisconsin Idea by designing professional development classes that "showcased" management talent from Wisconsin companies and shared marketing and management insights with aspiring managers. He also demonstrated respect and humility throughout his university tenure. One of his frequent statements was a suggestion to always "err on the side of human compassion."

Upon his retirement and move to emeritus status in 1990, Berry continued to do marketing consulting and advising for organizations such as WHA-TV and the Red Cross, as well as to serve on several corporate boards. He wintered in Florida with his wife, Barb, who passed away in 1997. After that, he became an active chorus member, artist, bridge player and theater attendee.

Dick Berry was born November 27, 1924, in Fort Sill, Oklahoma, son of USA Captain Ary Clay Berry and Grace Emma Moss. He spent much of his youth in Hot Springs, South Dakota, where his then-single-parent mother ran a Black Hills tourist camp and raised poultry. As a Depression-era child, he spent much of his time cleaning turkeys for holiday dinners, laboring in filling stations, and working as an apprentice auto mechanic.

Berry is survived by a younger brother, Marvin Martin of Kenosha; and by his five children, Todd (Margaret Lewis) of Middleton, Sandy (Mark Anderson) of Roscoe, Illinois, Jeff of Madison, John (Lynn) of Pensacola, Florida, and Nancy of Waunakee. He is also survived by ten grandchildren and six great-grandchildren.

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