

## **Dana C. Goodrich, Jr.**

*January 1, 1928 — December 10, 1994*

The faculty of the Department of Agricultural, Resource, and Managerial Economics lost a distinguished emeritus professor when Dana C. Goodrich, Jr. died on December 10, 1994, at Shands Teaching Hospital in Gainesville, Florida. Dana had received a heart transplant on April 19, 1994. By November it appeared as if there was a chance for complete recovery, but while in Gainesville for tests at the University of Florida Medical Center, an unexpected rare form of rejection caused his death.

Dana was born in Ilion, New York, son of the late Dana C. Goodrich, Sr. and Olive Dillenbeck. He is survived by his wife, Elizabeth (Betty) Luttgens Goodrich, of Melbourne, Florida; two daughters: Susan of Bedminster, New Jersey, and Karen and husband Thomas Lerario of Reston, Virginia; two sons: Dana C. III and wife Sue of Arnold, Maryland, and Kendall of Boca Raton, Florida; one sister, Jeanette Burnett of Hyde Park, New York; and four grandchildren. Although Dana grew up in the suburban areas of Northern New Jersey and Albany, New York, his chosen profession of agricultural economics was a natural result of his summer visits to an uncle's farm and hatchery in Webster, New York. He received a B.S. degree in Poultry Husbandry in 1954 from Rutgers University; and he received M.S. (1956) and Ph.D. (1958) degrees from Cornell University.

Dana's professional career began at Cornell in 1958 as an Assistant Professor of Marketing and Extension Economist. Promoted to Associate Professor in 1964 and to Professor in 1970, his research focused on marketing of poultry and egg products, horticultural marketing, and marketing of fish products. He taught courses in Accounting, Managerial Accounting, Prices, and Marketing; and he developed and taught an upper level course in Marketing Management.

During his career he taught over 7,000 students and was faculty adviser to over 500 undergraduates. To give his students an opportunity to participate in commodities trading, he developed one of the first Futures Market Games to be used as part of his marketing class. For several years, he was Chair of the Department's Undergraduate Program Committee. He was known as a compassionate faculty member who always had his students' interests at heart. Dana had strong feelings about the importance of undergraduate teaching when that was not a popular career path. His outstanding teaching was recognized by the very positive comments of his students and through many teaching awards—most important are the 1983 Professor of Merit Award, presented by Ho-Nun-De-Kah,

the agricultural honorary society, and the 1986 prestigious Edgerton Career Teaching Award, given by the College of Agriculture and Life Sciences for an outstanding career in teaching.

Professor Goodrich spent sabbatic leaves at the University of Florida (1965-66) and at The Technical University of Hannover, West Germany (1975). During his career, Dana became a recognized national and international expert on the economics and marketing of ornamental horticultural products. This resulted in a book, *Floral Marketing*, published by Lebhar Friedman Books. He was appointed Professor Emeritus December 31, 1986.

His greatest work satisfaction came from teaching and counseling students. Dana really listened and cared, and he gave quiet advice and counsel in a non-judgmental way. He was well respected and was known for his high ethical standards and values. He touched the lives of hundreds of students by his lectures and as an advisor. During his several years of illness, students continued to maintain contact. He was most pleased that in recent years the University has recognized the need for excellence in teaching at the undergraduate level.

He was a member of Alpha Zeta, Delta Sigma Phi, and Phi Kappa Phi. His professional affiliations included the American Agricultural Economics Association, American Marketing Association, American Society for Horticultural Science (chair of the Marketing and Economics Committee), and International Society of Horticultural Sciences. He served as a consultant to the U.S. Department of Agriculture on the development and execution of research relating to the economics of marketing horticultural crops.

Dana's activities in the Ithaca community included serving on the Board of Directors for the Cornell Federal Credit Union and as its President. He was also a past chair of the Cornell Division United Way Campaign, and past member of the Board of Directors for the Student Management (Purchasing) Corporation. After moving to Florida in 1987, although limited by health problems, Dana served on several church committees and sang in the church choir. He also served on the Board of Directors, Literacy Council of South Brevard and published their monthly newsletter.

His other interests included fishing, reading—especially books about the Civil War and WWII—listening to classical music, studying Florida wildlife, and watching football and hockey. While at Cornell, Dana was an avid hockey fan, and in the heyday of Cornell's Big Red hockey team, you could hear his whistle throughout the rink.

*Joseph F. Metz, Jr., Shirley L. Soule-Redmond, Olan D. Forker*