

Bennett Avery Dominick, Jr.

March 19, 1921 — April 14, 1971

The death of Bennett A. Dominick, Jr., professor of marketing, on April 14, 1971, suddenly ended the outstanding career of a dedicated student and nationally respected friend of the fruit industry.

Professor Dominick joined the Cornell faculty in 1951, was promoted to associate professor in 1956 and professor in 1962. His entire professional career was devoted to the fruit industry. This singleness of purpose made him not only an established authority in his chosen field but also a friend and confidant of fruit growers throughout the nation. His primary responsibility was to keep fruit growers informed on research and current developments in both production and marketing.

With his dissertation research he pioneered the use of controlled experimental designs for measuring the response of consumers to specific marketing practices. Over the years he continued his research in fruit marketing and production, using it effectively to provide the information which fellow researchers were not able to supply. His close working relationship with commercial fruit growers made him a keen observer of industry needs, and he freely communicated these needs to his colleagues, who readily responded to his leadership. The high degree of his effectiveness as a teamwork leader was a product of his sincerity, warm personality, and unselfish desire to advance the welfare of the fruit industry.

At the time of his death he taught a course in marketing and served as adviser to undergraduates in marketing. He was extension leader in agricultural economics, was chairman of the Northeast Regional Extension Marketing Committee, and served nationally on the Agriculture, Marketing and Related Industries Committee of the Land Grant College Association. He was a popular speaker at any meeting—state, regional or national—of fruit powers. The proceedings of the New York State Horticultural Society carry over forty articles authored by him. One of his favorite activities was the planning and conducting of county fruit school programs.

While more than fulfilling his responsibilities to Cornell, he was an active citizen of the community. He was an elder and former Sunday School superintendent of the First Presbyterian Church, and he served as president of the Bryant Park Civic Association. Being the proud parent of four daughters, he was active in both school and athletic activities.

Professor Dominick was born in South Carolina and was reared on a dairy and citrus farm near Orlando, Florida. He was graduated from the University of Florida in 1943. He served with the Army beginning in 1943 and was discharged with the rank of captain in the field artillery. He remained in Europe for two years, serving as assistant chief of food, agriculture and forestry in the military government at Salzburg, Austria. Following this he received his M.S. and Ph.D. degrees from Cornell prior to joining the faculty, which he served so well throughout his life.

Among his colleagues, students, and fruit industry audience, Professor Dominick established a lasting reputation as a hard-working, industrious person of the highest integrity. He pursued his work with lasting vigor, leaving no detail unturned. He was practical and pragmatic. When he did a job he did it right and yet he was never content with the finished product. In many respects he was his own worst critic and this provided the drive for his many accomplishments in academic, community, and social affairs. Yet at every turn he was the warm and helpful friend ready to serve those around him. His humility and constant consideration of others made him the perfect gentleman, long to be remembered by those privileged to know him.

He is survived by his wife, Emily Wright Dominick, and four lovely daughters, Linda, Nancy, Cindy, and Amy. We share with his family a deep sense of sadness and suffer the personal loss of a gracious friend and colleague.

Robert S. Smith, Melvin B. Hoffman, Max E. Brunk