

MEMORIAL RESOLUTION

KATHLEEN M. RASSULI

1955-1999

On January 2, 1999 we lost an esteemed member of the IPFW community. The loss will be long felt by IPFW and, in particular, by the faculty and students of the School of Business and Management Sciences where Kathy Rassuli was a tenured, Associate Professor of Marketing.

Born on April 12, 1955 in Toledo, Ohio, Kathy was the oldest daughter of Thomas and Arlene Best, and the role model for her six brothers and sisters. In 1976, she met and married her husband, Ali Rassuli, who is MBA Director and Associate Professor of Economics in the School of Business and Management Sciences. Their bright and beautiful daughter, Lili, was born on November 24, 1992. She, too, was lost in the tragic accident that occurred on January 2.

Kathy received B.S. and M.A. degrees from the University of Nebraska in 1979 and 1981, respectively. Her Ph.D. in marketing was awarded by Michigan State University in 1988. She thereafter became a tenure-track, Assistant Professor of Marketing at IPFW, where she was promoted to associate professor in 1994 and tenured in 1995.

Kathy co-wrote and edited books, newsletters, and retrospectives and had published many articles in refereed journals and proceedings. This past year she took great pleasure in having an article accepted for publication in the *Journal of Marketing*, the most prestigious journal in her field. While a dedicated and accomplished researcher, teaching was one of Kathy's greatest joys, and service was yet another of her many enviable strengths. Kathy was understandably revered by her students for the knowledge she imparted and the enthusiasm and confidence she instilled in them. Similarly, she was treasured by her colleagues for her tireless efforts in the areas of curriculum, assessment, and self-governance.

On a personal level, Kathy loved trees and flowers and all that was beautiful. She was a gracious hostess, an excellent cook, and a tasteful artist. She loved animals and children, and was working on a collection of children's adventure books for Lili. She was generous and compassionate, going out of her way to brighten the day for so many people. But perhaps most important for us, Kathy was forever the optimist who dared to dream a glorious future for SBMS and IPFW. In fact, her faith in our ability to succeed against all odds was so great that sometimes even the most cynical among us found ourselves believing that perhaps we could beat the odds after all. Tragically, Kathy's life was taken before she could see her dreams realized.

It has been said of Kathy that she often created beauty where none could be found. It could also be said of Kathy that she often had hope when no one else did. Those of us who knew Kathy well and worked with her on a daily basis can attest to the truth of these statements. We can also attest that she has left much beauty behind, not the least of which is our memory of her faith and

eternal optimism. Let us hope that her faith in us was not misplaced and let us honor her memory if it be only by striving to realize but a few of her dreams.