

IN MEMORIUM

On April 16, 1992, the Midwest Management Society lost a valued and trusted friend and colleague, Dr. David P. Gustafson.

Known to his friends and colleagues as "Gus," he was the driving force behind the formation of the Midwest Management Society in 1985, and he served as an officer or director until his untimely death. Gus also served the umbrella organization, the Midwest Business Administration Association, in a number of official positions, culminating in his serving as president in 1989-90.

On the faculty of the University of Missouri - St. Louis since 1971, Dave had served the University in a number of positions, including Presiding Officer of the Faculty Council, Director of Graduate Programs in Business, and Associate Dean of the School of Business Administration. To all these positions, he brought dedication, integrity and an unmistakable fervor.

An accomplished researcher, Gus was also a teacher dedicated to bringing these same qualities to the classroom, whether that classroom was on campus, in an industrial setting in St. Louis or overseas. Many individuals have been touched by his love for teaching.

Gus loved life, his family, and his work. He loved travel, the arts, cultural attractions, dining with friends, visits to the Botanical Garden, ball games, and the zoo. He was proud to be a zoo parent and adopted a special duck as the representative of an endangered species.

He is survived by his wife, Marlene; a daughter, Carol; a son, David; his mother; his sister; and a host of friends--including colleagues, students, and alumni.

We will all miss Gus, an accomplished professional, a fine family man, and a good friend.