



Douglas Jesse Dalrymple

October 1, 1934 - August 19, 2022

Douglas Jesse Dalrymple, 87, professor emeritus, died August 19, 2022 at Jill's House Memory Care with his family by his side. He had lived with Alzheimer's for a number of years.

Born October 1, 1934 in Lockport, New York, he was the son of the late Dan and Esther (Shappee) Dalrymple. Doug graduated from Lockport high school in 1952. At Cornell University Doug was in ROTC and he was the President of Alpha Zeta fraternity. It was at Cornell where he met his future wife. He graduated from Cornell University with a BS in Agricultural Economics in 1956 and an MS in Marketing in 1959. Doug earned a doctorate in Marketing from Michigan State University in 1964. He taught marketing at the Anderson School of Management at the University of California at Los Angeles for five years before joining the faculty at Indiana University, Kelley School of Business in 1968 where he retired in 1998. Throughout his career, Doug also taught at the University of San Diego, the University of North Carolina, Greensboro, Georgia Tech University and California State University at Northridge.

Doug worked on his family apple farm while growing up. There he learned skills that stayed with him throughout his life. Doug taught numerous courses at the undergraduate, MBA and PhD levels. He was the author of journal articles, business cases and 30 books on retailing, sales management,

marketing management, and a sales management simulation. His most popular books were Marketing Management: Text and Cases and Sales Management published by John Wiley & Sons. Marketing Management went through 7 editions and Sales Management went through 8 editions. Both were used at hundreds of schools and colleges. His computerized Sales Management Simulation, 6th edition, was unique in its field and a favorite of sales management teachers. Doug loved to teach and was well known in the field of marketing for his many books and publications. Doug was a 1st Lieutenant in the Army Quartermaster Corps serving on active duty and reserves for eight years. He served on the Board of Directors of the IU Credit Union and Board of Directors of the Monroe County YMCA. Doug was a resident of Bloomington for 54 years.

Surviving to cherish his memory is his dear friend and wife of 63 years, Nancy, of Bloomington; a daughter and son-in-law, Jill and Don Clapham of Denver, Colorado; son, Craig Dalrymple of Bloomington; daughter and son-in-law, Lynn and David Pardo of Indianapolis; and beloved granddaughters, Tara Clapham, Rachel Clapham and Sophie Pardo. Also surviving are his brother Roger Dalrymple and wife, Pam of San Leandro, California; sister, Anne Krantz and her husband, Ted, of Amherst, New Hampshire as well as many nieces and nephews. Brothers, Ross Dalrymple and Dana Dalrymple preceded him in death.

Doug showed his love and concern for his family and friends by building and repairing any and everything. In their eyes there was nothing he couldn't do and his steady hands will be greatly missed. Doug also was a wealth of information about purchases and was often asked for advice, especially about cars, from those who knew him. He also loved gardening, sailing, skiing, reading, and playing bridge. His orchids were a joy to him in later life.

Private burial will be at Valley Forge Memorial Gardens in King of Prussia,

Pennsylvania at a later date. For those who wish, the family suggests memorial contributions in Doug's memory be made to Jill's House for the gardens, 751 Tamarack Trail, Bloomington 47408 or Alzheimer's and Dementia Research Services/IU Health Bloomington, 333 E Miller Drive, Bloomington 47401.

Allen Funeral Home and Crematory, 4155 South Old State Road 37, Bloomington, have been entrusted with arrangements. Online condolences, photos and memories may be shared with family and friends at www.allencare.com

Tribute Wall

DO

“ Picking up on Joe Rousseau's fond memories of Doug and his quiet sense of humour and calm, I recall a BBQ at the Dalrymple's in Bloomington, maybe 1970. We were out in the backyard and one of the kids came up the hill screaming "Snake!", Doug set down the BBQ tongs, picked up a handy rake, dispatched the offending interloper and returned to the BBQ. Everyone else continued to freak out for a while as Doug, with a chuckle, continued to flip burgers and dogs.

Douglas Orme - August 30, 2022 at 12:27 PM

HH

“ I am saddened to learn Doug Dalrymple has passed. My sympathy goes out to Nancy and the children. Doug was my friend in high school and at Cornell, and ever since. He was a brilliant but humble person, admired and respected by those of us who knew him. He was our leader.

Ever since their days as Cornell students Doug and Nancy were devoted to each other. She was his constant and loving companion to the very end. May her memories of their good times together sustain her.

Rik Hansen

Henrik Hansen - August 24, 2022 at 11:09 AM

JR

“*Doug was such a pleasant man to be around. I especially enjoyed his wry sense of humor and his ability to set folks around him at ease.*

As a kid running around the neighborhood during a snow day, I remember chasing and throwing snowballs at some girls, who sought shelter in the Dalrymple's garage and promptly hit the 'door close' button. Well I stupidly tried to follow them and ended up getting trapped under the closing door! After a few moments of embarrassment, out came Mr Dalrymple to calmly and methodically determine how to release the door and send me on my (humiliated) way. Nearly 50 years later, I still remember how he handled what must have been a highly annoying situation with total class.

Thank you, Doug Dalrymple, from Joe Rousseau.

Joseph Rousseau - August 23, 2022 at 03:57 PM

CR

“*Dear Nancy and family. I'm very sad today to learn of Doug's recent passing. As Nancy's roommate at Cornell so long ago, I remember how your relationship blossomed, and the happiness you shared was so contagious. We've been in touch all these years since then, and you've shared so many memories of your growing family--the moves, the final settling in Bloomington--all appreciated. You two faced the last chapter with courage and love, supported by a lovely family.*

Sending love to you, and I'm very sorry. Love, Carolyn

Carolyn Rogers - August 23, 2022 at 11:42 AM