

**RETIREMENT OF DON R. RAHTZ
RAYMOND A. MASON SCHOOL OF BUSINESS**

Don R. Rahtz joined the faculty of William & Mary's Raymond A. Mason School of Business in 1982 as an Assistant Professor of Marketing and was granted tenure in 1989. He earned his MBA from Northern Illinois University in 1977 and his Ph.D. from Virginia Polytechnic Institute and State University in 1984. He has held the J.S. Mack Professorship in Marketing since 2008. Prior to joining William & Mary he taught Marketing at Virginia Polytechnic Institute and State University.

Professor Rahtz is a marketing/marketing communications researcher and a Professor of Marketing at William & Mary. His expertise is in integrated marketing communication programs, marketing research, survey methodology, analysis, and market assessment. He has had a particular interest in environmental issues, economic sustainable development, transitional economies, business/community interface evaluation, and health systems.

Professor Rahtz has traveled and worked extensively in the South and Southeast Asian areas with a particular focus on Bangladesh, Cambodia, Thailand, and Vietnam. He has conducted a variety of workshops and seminars and acted as a consultant to businesses in both the public and private sectors concerning his areas of expertise, both in the United States and abroad. In addition, he has produced a number of publications in books, academic journals, and the popular press. He has been active in promoting the Quality of Life (QOL) field of study in a variety of disciplines and is a founding member of the International Society for Quality-of-Life Studies (ISQOLS).

BE IT RESOLVED, That the William & Mary Board of Visitors acknowledges the retirement of Don R. Rahtz, expresses its profound appreciation for his many contributions to William & Mary; and approves, with deep gratitude for his forty-two years of service, a change in status from J.S. Mack Professor of Business to Professor of Business, Emeritus.

BE IT FURTHER RESOLVED, That this resolution be spread upon the minutes of the Board and a copy of the same be delivered to Professor Don R. Rahtz with best wishes from a grateful Board for his years of dedicated service to William & Mary.