



August 1, 2014

Dear Colleagues,

As was announced shortly after the 2014 MEA conference, we were deeply saddened by the sudden passing of Dr. Oscar W. DeShields, Jr., of California State University, Northridge (CSUN). Many of you knew Oscar as a long-time and active MEA member and as a dedicated educator and scholar. The tribute reproduced below was created by the CSUN Marketing Department and describes many of Oscar's professional passions. Many of you also knew Oscar as a devoted family man who is survived by his wife Senaite (Sunny) and daughter Lule. It is with Sunny and Lule in mind that we write to you today.

Oscar's daughter, Lule, will start her senior year of high school this fall. As a gifted and highly motivated student, Lule has looked forward to and diligently prepared for college. The MEA officers and board of directors would like to help Lule to attend the college of her choice and are organizing a gift for her benefit in honor of her father.

If you would like to contribute to a gift for the benefit of Lule DeShields' future education, we invite you to do so by making your check payable to MEA or Marketing Educators' Association, and sending it to:

Dr. Clay Daughtrey
Associate Dean
School of Business
Campus Box 79, P.O. Box 173362
Metropolitan State University of Denver
Denver, CO 80217

Please send your donation by December 31, 2014.

Finally, we ask that you forward this message to others who may be interested. We thank you in advance and look forward to seeing you next year at MEA.

Greg Black

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Tribute to Dr. Oscar W. DeShields, Jr.

The Department of Marketing is sad to announce the passing of Dr. Oscar DeShields, Jr. on Sunday, April 27, 2014. Dr. DeShields was a member of our marketing family. For over 20 years, he has been dedicated to teaching CSUN students in undergraduate and graduate-level marketing courses. He has also served the department and college at different administrative levels, working to improve curriculum and student learning. Dr. DeShields came to CSUN in 1992 after a wealth of practitioner and academic experience. He received his Ph.D. from Florida International University, a Masters degree in Management from MIT, and a Bachelors degree in Chemistry from Cheyney University of Pennsylvania.

Dr. DeShields embraced new technology and innovative marketing techniques, fighting to create the Internet Marketing class almost a decade ago. "I think the biggest change to marketing has been the impact of the Internet on the discipline. As a professor of marketing, I tried to address that change by developing and introducing a course on Internet marketing in the marketing course curriculum." He has long acknowledged that students at CSUN work hard to improve their personal and professional lives. He was especially motivated and engaged in his efforts with the Ph.D. Project to mentor and foster opportunities for minorities to enter the marketing discipline and to ultimately create a more diverse corporate America. Dr. DeShields was recently honored at the 2013 Marketing Doctoral Student Association (MDSA), where he said, "Being recognized as the honored guest at the MDSA has been a significant and humbling experience for me." His dedication and commitment to others led him to serve as Vice President and then Treasurer for the Marketing Ethnic Faculty Association.

Oscar DeShields was a force to be reckoned with and will be missed by his family, colleagues, friends, and students. He was a vibrant, proud, and happy family man who made sure that his wife and daughter became members of the Marketing Department family.