MEMORIAL RESOLUTION  
Richard Canada  
(1945-2018)

Dick Canada, beloved senior lecturer at the Kelley School of Business, died July 11, 2018, at the age of 73.

Born April 4, 1945, Professor Canada attended Butler University, earning a degree in political science and philosophy in 1967. He did postgraduate work at Indiana University in journalism and education, and years later, studied strategic marketing at Dartmouth College.

After completing his education, Dick began his sales career with Procter and Gamble, but the majority of his career was at Xerox Corporation. Over twenty years, he held positions as major account sales manager, senior national account manager, and manager of training and development. He founded The Dartmouth Group, targeting companies involved in complex sales, and specializing in the development of sales models and productivity improvement. Canada was nominated twice for the Heartland Entrepreneur of the Year Award for his work at Dartmouth.

Dick’s career in academia began when he became an adjunct professor at IUPUI for eight years, beginning in 1985. He then taught in that same role at Butler for another five years before joining the Kelley school faculty in 1994 as a lecturer. Promoted to senior lecturer in 2008, Dick served in that capacity for another nine years, through the spring 2018 semester.

Dick Canada (DC or Coach) loved his work. A great story teller, DC imparted many fundamental lessons for being successful in life. His most recent book, Coach’s Top Ten Life Lessons: Navigating the Real World captured many of his key beliefs.

DC was synonymous with professional sales at Kelley. He joined the faculty in 1994 and founded the Center for Global Sales Leadership in 1996. In 2002 he founded the Global Sales Leadership Society, known today as Global Sales Workshop (GSW), one of the key experiential learning platforms at the Kelley School of Business.

He has won many teaching excellence awards over the years for his classroom facilitation, including the Student Choice Award for one of the top three professors on the Indiana University campus. Recently, the Global Sales Workshop honored DC by naming the annual award for most outstanding student “the Founders Award.”

He has coached the IU sales teams at national competitions since 2002 and is recognized as one of the country’s thought leaders in improving the sales and marketing performance.

Over the course of his thirty-three year career, Dick amassed a number of nominations and teaching awards for his prowess and popularity. These included the Herman B. Wells Special Recognition Award, the Schuyler Otteson Teaching Excellence Award, The Trustee Teaching Award, and Student Choice Award.

He published numerous magazine and newspaper articles on sales and sales management, and also produced an audio-learning program focused on sales management development principles and social styles.
Professor Canada was recognized as one of the country’s leading experts in sales skill development. Among his many accomplishments, Dick was most proud of having helped to establish one of the nation’s first collegiate facilities dedicated to research, study, and skill-building of sales professions.

Today, the Center for Global Sales Leadership supports faculty research, alumni outreach, sales competitions, and recruiting at the Kelley School. Largely as a result of the popularity of Dick’s classes, there was a steady increase in interest, recruiting, and job offers for sales positions, so much so, that, in the spring of 2014, professional sales was officially designated as a marketing major. Today, more than 300 students each semester are taking sales classes and participating in the Global Sales Workshop and Sales Club at the Kelley School of Business.

For students who sought careers in sales, Dick was the expert, as evidenced by his book, *The 24 Sales Traps and How to Avoid Them: Recognizing the Pitfalls that Mislead Even the Best Performers*, which was chosen as one of the top 25 business book reads by the executive council of The National Chamber of Commerce.

Dick was dedicated to providing pragmatic, practical instruction and skill-building of sales fundamentals to all of his students. He was renowned, however, for his interest in, and support of students as individuals. He coached the Kelley School of Business sales teams that routinely placed in the top 2 in the nation in sales competitions. Coach Canada’s final book reflected his fondness for imparting knowledge and inspiration. *Coach’s Top Ten Life Lessons: Navigating the Real World* was published in 2016.

One of the students in Dick’s inaugural class in Professional Sales, said this of him: “Coach was a fantastic professor and an even better man. He genuinely was invested in me. I trusted him with my future, and took every class I could from him, including independent study. His genius was effortless magnetism. I learned ‘bumfuddling’ from Dick. He made an art of his method of ‘breaking the ice’ and ‘making meaningful connections.’ This was one of the most valuable things we learned from him.”

We request that this memorial tribute to Richard Canada be presented to members of the Bloomington Faculty Council, that it be preserved in its minutes and archive, and that after its presentation copies be sent to his family.

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