The special committee of the General Faculty to prepare a memorial resolution for William “Jack” Lord Jr., professor emeritus, information, risk, and operations management, has filed with the secretary of the General Faculty the following report.

Sue Alexander Greninger, Secretary
General Faculty and Faculty Council

IN MEMORIAM
WILLIAM “JACK” LORD JR.

Dr. William Jackson (Jack) Lord Jr. passed away on Saturday, January 12, 2013. He was born on May 10, 1926, in Isla, Texas (Sabine County), the youngest of five children, to Ida Clara Neal and William Jackson Lord, a farmer-rancher-miller. He lived with relatives in Marshall, Texas, for several years for the purpose of attending school there, and subsequently graduated from high school in Shreveport, Louisiana. After serving in the army during World War II in the Philippines and Japan, Jack attended the University of Texas on the G.I. Bill, graduating in 1950 with a B.S. in international trade. He then received an M.S. degree in business writing and journalism. After teaching four years at West Texas State University, he entered a Ph.D. program at the University of Illinois, Champaign-Urbana, receiving his doctorate in 1961 and staying to teach for three years. He joined the University of Texas’s Department of General Business, Business Communications Division, in 1964, where he remained on the faculty until his retirement in 1998. In 1974, he published a coauthored text, *Functional Business Communication*, which became a leading textbook in the field. On two occasions, he served as the chair of the Department of General Business. In 1984, Professor Lord received the Jack G. Taylor Award for Excellence in Teaching and was appointed the Texas Commerce Bancshares, Inc. Centennial Professorship in Business Communications.

Jack was the utterly devoted caregiver for his wife, the former Shirley Ruth Loveless, for several years before her death from the complications of diabetes in 1985. Jack and his beloved Shirley had met while they were both students at the University of Texas and were married June 12, 1948. Later, he provided care for individuals with HIV/AIDS as an active participant on an AIDS care team.

Jack was known for his ready laughter, prize-winning roses, and a greenhouse full of orchids. Those colleagues who worked with him knew him to be a man without guile, a genuine and generous person who was decent to the core. He is survived by his three children, daughter, Dr. Michal Anne Lord; sons, William David Lord and wife, Terry Ware Lord, and Mark Gregory Lord and wife, Tracy Thompson Lord; and by his grandchildren, William Ryan Lord; Kristen Lord Dalton and husband, Captain Matthew Dalton; Stephen Jackson Lord; and Payton Nicole Lord.

This memorial resolution was prepared by a special committee consisting of Professors Robert A. Prentice (chair), John R. Allison, and James S. Dyer.

Distributed to the dean of the School of Business on August 13, 2013, and posted under “Memorials” at http://www.utexas.edu/faculty/council/