



## Richard Dean Kennedy

January 20, 1928 - April 23, 2020

Richard Dean Kennedy, age 92, passed away peacefully in his home on April 23, 2020. He leaves his wife, Nana, four children: Richard Kennedy Jr (Greg Weber) of Orlando, FL; Donald Kennedy (Patricia) of Grand Rapids, MI; Kerry Magrini (David) of Avon, CT; Kristen Steketee (Matthew) of Grand Rapids, MI; and nine grandchildren.

Dick was born in Chicago, IL and grew up in New Haven, CT.

After graduation from Carnegie Mellon University as an electrical engineer, he joined General Electric Co. where he managed several marketing operations. When he joined American Seating Co. in Grand Rapids, he managed business planning and marketing.

In 1972, he founded Kennedy Research, an opinion research firm, serving a number of Michigan and national organizations. When his firm was acquired by Wirthlin Worldwide, an international research and consulting firm, Dick became its executive vice president and marketing director.

After retiring from Wirthlin, he joined Coldwell Banker Schmidt real estate in its Sutton Bay office.

He did post graduate study at Rensselaer Polytechnic Institute and Western Michigan University and taught as an adjunct professor in Aquinas College's Master of Management program.

During the Korean conflict, Dick attended Newport OCS and served as a Navy lieutenant and anti-aircraft gun fire control systems project director in the Naval Bureau of Ordnance in Washington, DC.

In recent years he was been an active member of the Traverse City Rotary Club, Traverse City Economic Club, Community Foundation, International Affairs Forum, Omena Breakfast Society and the La Trappe Creek Society.

Contributions can be made to the Salvation Army.

A Memorial Service will be planned for a later date.

# Comments

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“ Sad to hear the news about Dick. As one of the early members of his staff, we had to overcome a number of challenges. We took on almost every project imaginable during 1972-1975. I enjoyed working with Dick during those early days. To blow off steam and stress, we use to go across the street from the Michigan avenue office and bowl a game or two and Mr. Fables was the office dining room. Great memories. I greatly enjoyed reconnecting with Dick over the last ten years. He will be missed.

Bob Kunnen

Robert Kunnen - May 03 at 08:20 PM

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“ Joann and I will miss Dick's laugh and smiles, and fondly recall those all to few times we gathered at Not Just a Bar. As a fellow graduate of Carnegie Tech, before it became Carnegie Mellon, albeit a few years after Dick, I enjoyed those few walks we shared, down memory lane. It was a pleasure knowing Dick and Nana, and an honor to have been considered as friends.

Philip (Mech Eng '59) and Joann Rosi

Philip Rosi - April 29 at 09:48 AM

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“ Our hearts go out to Nana and the whole Kennedy family. It was an honor to get to know Dick through our dear friends Don and Patty (Elise, Nate, and Olivia).

Jamie and Randy Kuntzman - April 27 at 10:53 PM

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“ I am so sorry to hear of this loss and send my love to Nana and family. I very much enjoyed working with Dick during my tenure at Kennedy Research; he was a great leader and a very classy guy.

Linda Rumbarger

Linda Rumbarger - April 27 at 02:55 PM

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“ My family and I wish to send our condolences to Nana and family. I worked for Mr. Kennedy at his Cascade residence for many years as a teenager. He had become a mentor for me and instilled that motivation for success. Dick and Nana were always so gracious to me and my mother, Marie. You will always be missed and never forgotten!

- Dan Marlett



Dan Marlett - April 27 at 02:11 PM

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“ Mike and I were saddened to hear of Dick's passing and wanted to share our condolences. We will always remember Dick's smiling face and friendly greeting.

-Mike and Laurie Adelson

Laurie Adelson - April 27 at 01:04 PM

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“ Jim and I wish to send our condolences. I worked with Dick and Nana for fourteen years. I will always remember how Dick took the time to listen to anyone.. He was always so caring and thoughtful. My name is Patty McFarlan. I managed the front desk and took care of production.

Patty McFarlan - April 26 at 06:37 PM

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“ Dale and I want to send our deepest condolences to Nana and the family for the loss of their husband and father and our dear friend, Dick. We will always remember his wonderful humor and personality. He was a bigger than life figure in Omena. We will miss him!

Joan and Dale Blount

Joan and Dale Blount - April 25 at 04:21 PM