



Carl Eric Block

March 8, 1936 - August 3, 2019

Carl Eric Block, 83, of Fulton, Missouri, departed from his earthly life on August 3, 2019. The son of Eric Carl Block and Elizabeth Morgan Block, Carl was born at home in an eastern suburb of Cleveland, Ohio. The family made several moves all within the South Euclid-Lyndhurst School District thus providing Carl with excellent learning opportunities. He graduated from Charles F. Brush High School and continued to correspond with fellow classmates until his death.

After graduating from Case Western Reserve University in Cleveland with bachelor and master degrees in marketing, he taught high school in Mentor, Ohio and then moved on to teaching at Northern Michigan University in Marquette. After completing a Ph.D in Marketing, Economics and Statistics at the University of Iowa, he moved to the University of Missouri in Columbia where he began with a research and teaching appointment and then moved into full time teaching of marketing. He became a full professor and served a period as Chairman of the Department. While teaching at Mizzou, he and a friend started the marketing research company Marketeam Associates. Because the company was expanding through mergers and acquisitions, Carl left academia in 1984 and spent the next 19 years growing the business as CEO and principal shareholder of what became Marketeam Associates / Doane Marketing Research. (Originated by Dr. D. Howard Doane, University of Missouri in 1919.) It specialized in agribusiness research and had been listed among the top 50 U.S Research Companies per Advertising Age. His research findings helped farmers and businesses better serve the American people and economy. Upon retirement in 2003, he turned the business over to his brother, Dennis, who continued to grow the business until his retirement. The company today continues as Kynetec.

As a son of a German immigrant, Carl followed his dad's passion to excel in his profession while maintaining a strong moral compass. Carl's life has focused on teaching, mentoring, and consulting with students, employees, clients and family. Following retirement he spent time with property management and supporting SCORE and angel investing with Centennial Investors.

He found great pleasure in country life and maintaining the farm. In addition to loving his family, Carl loved God, dogs, cars and baseball. Although he was a long-time fan of the St. Louis Cardinals, he looked for a World Series match-up between the Cardinals and the Cleveland Indians.

Carl is survived by his beloved wife of 63 years, Joyanne (nee Belt); daughter Kimberly Harrison (John), son Daniel (Becky); brother Dennis (Madeline); and four grandchildren.

Two Celebration of Life services will be held. The first is on September 1, 2019 at 2 PM at the Missouri United Methodist Church, Columbia, MO followed by a reception. The second is on October 26, 2019 at 1:30 PM at the Church of the Saviour UMC in Cleveland Heights, OH.

In lieu of flowers, the family requests donations be made to the Missouri United Methodist Church, 204 S. Ninth Street, Columbia, MO 65201 or the Central Missouri Humane Society, 616 Big Bear Blvd, Columbia, MO 65202.

Arrangements are under the direction of Parker-Millard Funeral Service and Crematory; 12 East Ash Street, Columbia, Missouri, 65203; (573) 449-4153. Condolences may be left online for the family at www.ParkerMillard.com