

## OBITUARY

William G. Rodd, Ph.D.  
July 22, 1920 - October 21, 1982

Dr. William G. Rodd was a native of Ohio. At the time of his death, he was a practicing counseling psychologist in Martinsville, Virginia where he lived with his wife, Martha. He was vice chairman of the Board of Directors of the Martinsville Mental Health Association and was co-chairman of the Counseling Services Committee. In 1980, he founded the Personality Assessment System Institute which brought the Gittinger theory of personality assessment into the eye of the professional community. In this regard, Dr. Rodd read for the seventh time in 1980, The Magnificent Obsession, by Lloyd Douglas wherein is found: "in the process of expanding yourself, you are almost sure to help somebody else make himself bigger." Dr. Rodd truly lived this quotation in most areas of his life but nowhere moreso than in his thoughts about the Personality Assessment System.

Dr. Rodd graduated from Baldwin-Wallace College in Berea, Ohio in 1942 with a degree in biology and mathematics. In 1947 he received his masters degree in high school administration from Western University in Cleveland, Ohio, followed by his doctorate degree in 1958. As a Marine Corpsman, he was a veteran of the Korean Conflict and later served as a civilian psychologist for the Department of the Army, spending four years in Taiwan, three years in Hong Kong and four years in Vietnam. He was particularly interested in cultural personality trait characteristics involving Orientals, Caucasians, Blacks and American Indians. He carried out original research, using the Personality Assessment System, on methods of prevention and treatment of alcoholism. He did not publish the completed treatise before his death. A second major research undertaking, involving discalculic and reading learning disabilities, was to have been presented at the Fall 1982 Personality Assessment System Conference which took place one week after his death.

Intensity, perseverance, dedication, devotion and conscientiousness are over-used words and most often appear in somewhat hypocritical letters of recommendation. However, it is impossible to remember Bill Rodd without using all of these words and sincerely meaning them. He was one of the most infectious persons I have ever known. His sustained level of productivity was prodigious and a source of awe to an indolent and self-indulgent F like me. I wish I were worthy of the pedestal on which he placed me and my ideas. If I have a Guardian Angel, he is it personified, and I will always be grateful. Like the Cheshire Cat, he may be gone; but his enthusiasm and indomitable spirit will remain with any of us who have been associated with him.

John W. Gittinger