



Dennis Rauch

May 16, 1953 - June 16, 2022

Dennis Rauch was a charismatic man with a quick wit and ever reliable dedication to his family. He unexpectedly passed away at his home in Myrtle Beach on Thursday, June 16th, 2022 at the age of 69. He is survived by his beloved wife Barbara, children Jake and Maddie, Jake's wife Abby, and his adored sister Nancy. Dennis was born to Jacob and Theresa Rauch in Peoria, IL. He grew up there with his late brother Pete and his little sister Nancy. She remains the last keeper of Pete and Dennis's childhood adventures and memories. In Peoria he married his high school sweetheart, Barbara. They recently celebrated 46 years of marriage.

Together they raised a family in Myrtle Beach while he worked as a business professor at Coastal Carolina University. Dennis earned his Ph.D. from the University of Iowa in 1984 and after 31 years at Coastal Carolina was granted Distinguished Professor Emeritus upon his retirement. He was assistant dean of the Wall School of Business from 1992-1997 and was the Colonel Lindsey H. Vereen Professor of Marketing from 1999-2008.

He was a passionate educator who cared deeply about his community, his students, and the university he served. His love for teaching was second only to the love he gave to his family. Every decision he made selflessly put his family first. His family lost their champion, and the Chicago White Sox lost a lifelong fan. The world lost a virtuous soul.

A memorial Service for Dennis will be held at 10AM Saturday, June 25 at Goldfinch Funeral Home, Beach Chapel.

Dennis was love. In lieu of flowers or donations, please hug someone you love and tell them what they mean to you.

To view Dennis's service, follow the livestream link: <https://vimeo.com/723107>

560

Previous Events

Memorial Service

JUN **25**. 10:00 AM - 11:00 AM (ET)

Goldfinch Funeral Home Beach Chapel
11528 Highway 17 Bypass
Murrells Inlet
Murrells Inlet, SC 29576

Tribute Wall

CS

“ sorry for delay but just learned about my ability to view this obituary and his actual service. wish to express my sincere condolences to his family. The Rauch family were very generous and kind to my family in our times of need, kindness i will never forget. wish is could sit and visit with Pete and Dennis on more time but time does not work that way. to a man and a family i will never forget, his first cousin, Casey Schmitt

casey schmitt - January 16 at 12:42 PM

JN

“ I just want to add my 2 cents to all that has been written about Dennis as he was truly a great husband, father, man and friend. Bob and I loved to be around Barb and him for the great discussions, ideas, laughter and just plain enjoyment that he had for life and people! I remember one 4th of July that we were at their home partaking in one of his barbeque specials and Dennis put something in his mouth and then looked like he coughed and went very quiet, got up from the table and walked quickly toward the bathroom. I got up and followed him, caught him in the hall, and wrapped my arms around him and did the Heimlich maneuver as hard as I could. He finally coughed out loud and turned and said "wow, thanks"! He laughed and took my shoulders and said "no matter what people say about you Jill, I'll now have your back"! I was shaking, but Dennis never took himself seriously and just brushed it off, went back to the table and enjoyed the rest of the night!

We all need to live our lives like Dennis; take what comes and not take ourselves too seriously. My love goes out to Barb, Jake and Maddie. Dennis will be missed greatly, but his memory will stay with us forever.

Jill Nale - June 26, 2022 at 12:30 PM

SB

“ My sister Therese and I always remembered Dennis as our "little cousin" from the last three summers we spent in Peoria, 1957-1959 before moving to Aurora. We would go out to his dad and mom's home and play in the woods behind their home. What a nice service that was held for him online. I am sure all of his extended family of "cousins in Peoria" are thinking of him today. Rest in peace cousin Dennis.
Steve Beck



Steve Beck - June 25, 2022 at 11:05 AM

BH

“ Dennis was a valued colleague during our mutual years at CCU. He always spread good will. —Beth Haynes

Beth Haynes - June 23, 2022 at 04:18 PM

BC

“ Dennis was a great professor. He meant a lot to my college career. I am saddened at this. To the family: He was a great man and helped shape many lives positively...

Brad Cunningham - June 23, 2022 at 08:17 AM

SM

“ I'm so sorry for your loss. Sending love to Maddie, Jake and Barbara, along with the rest of the family.



Summer Mattox - June 22, 2022 at 08:42 AM

SW

“ I worked with Dennis for many years as his department admin. He was such a great Professor. The students knew they could always go to him and he would help. He even had a @help line@ that students could call him to get assistance. How many professors would give that much access and time to their students. He always wanted his students to succeed in their academic endeavors. He would do anything to help anyone who needed it; not for the thanks or the credit. Even in my support role he never asked for anything he could do himself, even though that was my job :) Dennis always had a smile for you, never complained and had the best sense of humor. We had too many laughs over the years and I am thankful for those memories. I know he will be missed by every person who knew him. My condolences to the Rauch family. Keeping you all in my thoughts and prayers.

Staci Willette - June 21, 2022 at 05:12 PM

“ I first met Dennis in 1987. We immediately realized how much we had in common. We both grew up in Illinois; we both went to Western Illinois University, we shared a years-long love (largely unrequited) of the White Sox; we had similar exquisite taste in music; we both enjoyed typical Midwestern health foods such as hot dogs, bratwurst, and barbeque; we loved Italian restaurants, we had a similar sense of humor; we were both crazy about our kids; and lastly, we didn't take ourselves too seriously. We were able to appreciate the occasional absurdities we encountered and could each laugh at ourselves.

Professionally, we worked closely together despite being in different disciplines. We co-authored numerous academic papers, so much so that I used to joke that we were the Lennon-McCartney of the Southeast. I would write the lyrics (text) and Dennis would write the music (quantitative evaluation.) I know for certain that each of us thought the other had the harder job! It was a great partnership.

Together with my wife, Jill, and Barb, we went on several short vacations (cleverly disguised as academic conferences) to such destinations as Charleston, Savannah, and Hilton Head. We had a great time in each, exploring the area, checking out restaurants, etc. We often did the same thing in the Myrtle Beach area as well.

At work, we would frequently discuss a variety of topics. We used to laugh, because we would always think about how students might wonder what college professors talked about among themselves.

We found it funny because it often involved restaurants we'd discovered, recipes we'd tried, and in the context of what we called our "old guy discussions," blood tests, colonoscopies, diets, and such. I miss those discussions, as well as everything else I've mentioned so far.

When it came to our everyday responsibilities, I can honestly say that due to his hard work, often behind the scenes, I personally got a lot more credit than I deserved, and I think that's true for several other faculty. That's pretty representative of Dennis - he worked hard, and didn't seek credit or recognition for his accomplishments. It was a great privilege to have known Dennis and to have been his friend for so long. I have missed him since we moved to Wisconsin,

and I'm sure I always will.

Bob Nale - June 21, 2022 at 12:14 PM

GO

“ *George Oliver lit a candle in memory of Dennis Rauch*



George Oliver - June 19, 2022 at 11:09 PM

PT

“ *What a fabulous tribute to your dad...Dennis Rauch...his humor... was timeless...always with the quick comeback...and the story to share...the memory of the good ole days...his love of gray corduroy Levi's...would wear nothing else for years..his dedication to his family ..was to be admired...he was the first in your corner... always...yes...you...your sister and mom...always were first...he loved you all unconditionally...his pride in your accomplishments... and blazing your own trail...my love to you all...he is proud... blessings and peace...aunt pat and Harold💋💋*

Pat Tuma - June 19, 2022 at 06:21 PM

JK

I went to graduate school with Dennis. He was a great guy. We had a lot of fun together at the University of Iowa. I'm going to miss him.

Jim Kennedy - October 01, 2022 at 05:29 PM