



## Dale Claude Pond

April 7, 1946 - May 12, 2020

Dale Pond, of Mooresville, NC, died on May 12, 2020 after a valiant fight with Primary Progressive Aphasia and Dementia. Dale was born in Spokane, Washington on April 7, 1946, living in Seattle and San Diego before moving to Prairie Village, Kansas. He received his Bachelor of Business Administration from Washburn University and is also a graduate of Stanford University's Graduate School of Business Executive Program. He began his career as Regional Director of Sales for an NBC affiliate in Topeka and thereafter formed an advertising agency, Peabody/Pond, also in Topeka. He served in the United States Marine Corps Reserves.

Dale excelled in the field of merchandising, marketing and strategy development. He conceptualized the McDonald's Happy Meal in use since 1977 during his tenure with Bernstein/Rein Advertising where he managed the agency's McDonald's 9 regional offices. Later he joined Payless Cashways in Kansas City rising to the position of Senior Vice President, Chief Merchandising & Marketing.

In 1989 he was recruited by Montgomery Ward as Chief Marketing Officer and member of the company's Executive Committee at their Chicago headquarters.

He served 12 years with Lowe's Cos. Inc., retiring in 2005 as Senior Executive

Vice President, Merchandising and Marketing. During his tenure with Lowe's, Dale served on the Executive Management Committee, Real Estate Committee, Strategic Planning Committee and the Board of Directors for Lowe's Educational & Charitable Foundation. He is given credit for the enormous success of HGTV through his initial support through Lowe's as their anchor sponsor. He also was responsible for Lowe's entrance into racing, something they had been reluctant to do previously.

After his retirement, Dale remained an active member on the public company board as lead director of Family Dollar Stores; Bassett Furniture Industries, Inc. chairman of Organization, Compensation & Nomination; Scripps Networks; and consulted with Hendrick Motorsports and Hendrick Automotive Group. Through the years he served on the following boards: Home Safety Council, Harvard MIT Joint Center for Housing, Kansas City Arts Council, State Ballet of Missouri, Texas A&M Joint Center for Retailing Studies, Colorado Special Olympics, The National Center for Small Communities and the Home Improvement Research Institute.

Exactly two years previous to the date of his death, on May 12, 2018 Dale received an honorary Doctorate of Business Administration from Washburn University.

After his retirement from Lowe's, he and Susan, his wife of 53 years, traveled the world. Africa was his favorite place and they returned many times there. He was passionate about train travel and they took wonderful train journeys on a number of different continents. Additional travel included numerous trips with their daughter, son-in-law and grandchildren. The Turks & Caicos Islands provided much needed relaxation through the years. His hobbies included painting, most recently with his granddaughter, drumming, model trains, art collecting, sports cars and shopping. He loved to shop as evidenced by his enormous wardrobe of colorful shirts and matching socks for which he

became known.

Another of his passions were his Great Pyrenees dogs. Most recently his two rescue Great Pyrenees, Elsa and Olaf.

Besides his wife, Susan, Dale leaves behind his daughter, Ashli Guglielmo, her husband, Don, three grandchildren, Christopher, Nicolas & Angelina and one brother, Larry Pond, his wife Linda and two nephews, Brian & Steven Pond.

In lieu of flowers, memorials may be made to Pyrenees Rescue of Western NC, 5122 Bolick Rd, Claremont, NC 28610, the Memory Counseling Center at Wake Forest Baptist Health, PO Box 571021, Winston-Salem, NC 27157-1021 or North Carolina Veterinary Medical Foundation, Radiation Oncology Development Fund, Campus Box 8401, 1060 William Moore Drive, Raleigh, NC 27695-8401.

Cavin-Cook Funeral Home and Crematory, Mooresville, is serving the Pond family. Condolences may be sent to the family at [www.cavin-cook.com](http://www.cavin-cook.com).

# Tribute Wall

Mary  
Talbot

“ Susan,

*Dale came to mind today and I sadly just became aware of his passing as a result. I am brokenhearted that I did not know about this until just this morning nor was I able to timely convey my deepest sadness and condolences to you and his beloved family.*

*The one word that always comes to mind when I think of Dale is "gentleman" as he was a true gentleman in every interaction I had with him when he served on the Board of Directors at Scripps Networks. Dale was kind, patient, humble and thoughtful. He set the example of strong, quiet leadership and I think and speak of him often. Just recently I met a couple who mentioned they were from the Charlotte area, and I said I had a dear friend who lived near Charlotte in Mooresville. They said, "We actually live in Mooresville!" and I proceeded to tell them all about the man, the gentleman, Dale Pond.*

*Dale's generosity in offering your beach home for my daughters and I to enjoy was such a blessing and we all speak of him often with love and fondness. I am so thankful that a few years ago, I happened to spot Dale and you and your daughter and extended family as my husband and I happened to walk down the beach, and I squinted in the sun and thought "That looks like Dale in that beach chair!" What a wonderful moment to be able to stop by and say hello to you and Dale and to meet Dale's precious daughter and other family members.*

*I can only imagine the void in your heart with Dale's passing, but I also trust that it is filled with joy of wonderful memories with a wonderful man, a gentleman, who loved you and his family beyond measure. I am a better person for knowing him. I am thankful that I was able to call him my friend. You remain in my thoughts and prayers and I hope our paths cross again. Until then, take care.*

*Love, Mary E. Talbot*

**Mary Talbott** - March 04, 2021 at 10:42 AM

SP

*Dear Mary,*

*What a coincidence that not looking at this page for months, I happened to pull it up and you had just written 8 hours previously. Thank you so much for your very kind words. Dale held you in such high esteem. I am sorry you weren't aware of this sooner. Thank you again.*

*Love,  
Susan*

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**Susan Pond** - March 04, 2021 at 07:21 PM



“ *Dale Claude Pond*

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February 14, 2021 at 11:24 AM



“ *Dale Claude Pond*

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February 14, 2021 at 11:04 AM



“ *Dale Claude Pond*

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February 14, 2021 at 11:03 AM

CH

“ I had the pleasure of working with Dale from his Payless Cashways days, and before that when he was at B-R as our Client Liaison. When my daughter was born in 1984, Dale was the first visitor I had besides family at St. Luke's Hospital in KC. It was the morning after I had her and he came in my room, much to my surprise. Back then they had stricter visiting hours and we joked that he looked like a doctor so no one questioned him. It meant a lot to me and he sincerely wished us much happiness and said that he had recently lost a parent, so a new life was especially meaningful to him. I am so very sorry for your loss and I know how much family meant to Dale. Hugs and prayers coming your way.

Cindy Hamilton

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Cindy Hamilton - June 24, 2020 at 04:10 PM

DF

“ Dear Susan and Ashli,

I had the pleasure of serving your husband/dad as a consultant when he was at Lowe's. Our paths crossed again when he served on the board of Family Dollar, where I was then an executive. I always enjoyed sitting with him at board meetings/dinners and hearing of your latest family travels — from African safaris to seeing the U.S. in the RV. As an only child myself, I felt a special connection with your family and with his desire to make special memories while you had the time together. I hope you have a reservoir of many such memories to cherish in the days ahead.

Best,  
Dorlisa K. Flur

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Dorlisa K. Flur - June 07, 2020 at 10:58 AM

SH

“ Dear Susan,  
I'll always feel close to you. I'm remembering we met when we were 11 years old and that I was in your wedding. You and Dale shared so many adventures and accomplishments together. Dale leaves a beautiful family that will carry on.  
With my condolences and love to you, Ashli and all the family,  
Sheila Huffines

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**Sheila Huffines** - May 24, 2020 at 12:23 PM

BT

“ Susan and Family - we were saddened to hear of Dale's passing. He was a great man and a good boss. I enjoyed being his administrative assistant and was grateful for the opportunity he provided me. Thoughts and prayers are with you. Beckie & Denny Tangeman

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**Beckie Tangeman** - May 20, 2020 at 08:13 AM

MC

“ Dear Susan, Ashli, and family,  
I had the great pleasure to work with Dale through Hendrick Motorsports and Hendrick Automotive Group. I learned so much from him, and I'm sure you know he made such an incredibly positive impact on all who he interacted with in business. Over the years, I heard many people say he was the finest marketer they'd ever met. And that is most certainly true. His intelligence was only surpassed by his kindness. Dale had a gentle spirit combined with a keen drive to be the best, and to lift his team and those around him. Knowing Dale was a blessing for me. And I share my deepest condolences for your family.  
With sincere respect,  
Marshall

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**Marshall Carlson** - May 17, 2020 at 08:41 PM

MS

“ Dear Susan,  
We have been friends since double dating back in 1965, so we have many delightful memories, including standing up for each other in our weddings and later attending our daughters' weddings. This goodbye has been particularly painful for Rob, who has considered Dale to be his best friend since they were neighbors at the age of ten.  
Rob and I have thoroughly enjoyed the travels and weekends in each other's homes, in part because of Dale's ease of conversation and his good humor. We could always depend on having fun...and good food and wine.  
Susan, you feel like one of the family, and we want to continue meeting up to share good memories and enjoy new experiences. It won't be the same, but it will still be good.  
Take care of yourself. We are so glad Ashli is nearby. I know you will help each other.  
Love, Mary Stoy

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**Mary Stoy** - May 17, 2020 at 04:14 PM

GB

“ Geraldine And Roy Bumgarner lit a candle in memory of Dale Claude Pond



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**Geraldine and Roy Bumgarner** - May 17, 2020 at 03:12 PM

FF

“ Dale Pond was revered as the resident marketing genius everywhere he went. He vision for how to transform a brand with the 'all in" commitment to make it stick was unrivaled. For those of us who were lucky to know him, he was star we all looked up to. Even though it is such a sad day, our family sends so much gratitude for the positive difference he made in so many lives. He was truly an amazing man.

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**Formato Family** - May 15, 2020 at 11:57 PM

DG

“ One day we were sitting and talking and the subject of Dales younger days came up about his time he spent in the Army, which I never knew about. It was so interesting and river thing, I couldn't get enough of it. Just like the rest of his life, not ever a dull moment. I wish he would have written an Auto Biography of his life so that every one can find out what an interesting and kind man Dale was..

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**Dominick Guglielmo** - May 15, 2020 at 08:18 PM

KL

“ Dear Susan,  
My heart is breaking as I read of the loss of my dear friend and “brother”. Julia and I send our deepest sympathies.  
Dale was a true gentleman, visionary and business genius who loved you and his family above all else. His early belief in and support of HGTV were critical in its success and he taught me so much about marketing, branding and life. Condolences and memories from Scripps employees and directors are pouring in and I’ll forward them all to you for later viewing. I will always consider Dale’s friendship to be a blessing from God. It was a privilege to know and love him.  
Julia and I will keep you, Ashli and family in our thoughts and prayers.  
Much love,  
Ken and Julia Lowe

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Ken Lowe - May 15, 2020 at 11:17 AM

FL

“ Dear Susan,  
  
Gert and I express our deepest sympathy and sorrow for Dale’s passing. Dale was an exceptional man, colleague and friend. My life was forever changed by working with Dale during our time together at Lowe’s. Our heartfelt condolences to you, Ashli and all of the family.  
  
Frank and Gert Loncar

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Frank Loncar - May 15, 2020 at 10:02 AM

TR

“ *Susan, Ashli and Family,  
We send our sincerest sympathies to you all on the loss of Dale. We  
will always remember him as a friend, loving husband and devoted  
father. Much love to you.  
Marv and Terry Romer*

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**Terry Romer** - May 14, 2020 at 02:43 PM



“ *Beautiful in Blue was purchased for the family of  
Dale Claude Pond.*



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May 14, 2020 at 01:18 PM