

IN MEMORY OF

**J.
GORDON
LONG**

Obituary for J. Gordon Long



Joseph Gordon Long, born at home January 20, 1933, in Girard, Burke County, Georgia, died peacefully in his sleep at home in Dawsonville, Georgia, on December 30, 2024, at the age of 91 and 11/12. He was the youngest of seven children of the late Thomas R. Long and the late Mariah Estelle Hillis Long. He was predeceased by his siblings Evangeline, Lloyd, Sadie, Herbert, Clifford, and Dean.

“Doc” is survived by his wife of 68 years, Deborah Knox Long, their three children: Heather Hammond, Michener, and Scott; eight grandchildren: Anne, Austin, Callie, Joshua, Kyndl, Mariah, Nicci, and Savannah; and eight great grandchildren. Numerous nieces, nephews and their children also survive him.

Long attended Burke County Schools before enlisting in the United States Air Force at the age of 17. He attained the rank of Staff Sergeant as a member of the 452nd Bomb Group, 730th Bomb Squadron, which was awarded a Bronze Service Star to the Korean Service Medal for service during the Korean War.

After Korea, he attended the University of Georgia, subsequently earning a Bachelor of Science in Agriculture Engineering. After working as a Mechanical Engineer in Research and Development and in industrial sales and technical support for a national pumping systems manufacturer, Long returned to UGA to earn a Master of Business Administration, and a Doctor of Philosophy in Marketing. He taught undergraduate classes as a Teaching Assistant and an Instructor at UGA from 1965-1969.

Starting in 1969, Long taught Marketing and later served as Chair of the Marketing Department at Georgia College (now Georgia College and State University) in Milledgeville, Georgia. While there, he developed degree programs in General Marketing, Fashion Marketing, Art Marketing, and Logistics before retiring in 1998 with the honor of Professor Emeritus.

He was a member of The Honor Society of Phi Kappa Phi, The International

Business Honor Society Beta Gamma Sigma, Delta Sigma Pi Professional Business Fraternity, and Pi Kappa Phi Fraternity.

Gordon and his wife, Deb, owned Marketing Research and Institutional Consulting, Inc., and numerous other business ventures throughout their life together, in addition to volunteering for several years with Tourism Development and Economic Development for Milledgeville and Baldwin County.

After moving to Brevard, North Carolina, Long continued his love of words by writing three books: two humorous autobiographical works, *Livin' Po in Sandbed Hell*, and *Escapee from Sandbed Hell*, and a mystery thriller, *Murder from the Start*. Gordon and Deb later re-retired to Dawsonville, Georgia.

“Doc” is remembered for taking children and grandchildren fishing and hunting and for teaching them to make liver sausage, for baking fruit cakes, for working on houses, and for teaching countless college students that they really do know how to think and that they can succeed at anything they want to do.

There will be no public ceremony. In lieu of flowers, the family requests that memorial contributions be made to the Asheville Area Habitat for Humanity's Hurricane Helene Long-Term Disaster Recovery Fund (<https://www.ashevillehabitat.org>).

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