



B Keith Duffin

March 20, 1921 ~ July 5, 2014

B Keith Duffin passed away peacefully July 5, 2014 just two weeks before his 93rd birthday. He is survived by his children Deanna Burnett, Jim Duffin (Jan), and Lu Ann Spiers (Ken); by his brother Dick (Betty, deceased), sister Sharol Wilson (Grant) and Sister-in-law Marge Duffin; and by 9 grandchildren and 22 great-grandchildren. He is preceded in death by his wife Ruth Gates, his parents Clarence and Jennie Barlow Duffin, brothers Harlow and Robert, sisters Dawn Beardall (Woody) and Allese Vestigo (Paul), and Daughter-in-law Linda Duffin.

Keith was born July 20, 1921 in Pocatello, Idaho but grew up in Salt Lake City. He served an LDS mission to the Eastern States, during which he served as a District President covering much of Pennsylvania and New Jersey. Keith served in the Navy during World War II, teaching the 'new technology' of RADAR. He received a Bachelor's Degree from the University of Utah and attended law school there. He and 3 fraternity brothers formed a quartet that helped popularize the Centennial production "Promised Valley" and performed at many other functions. Among Keith's many accomplishments, he created the Placement Center and Personnel Office at Brigham Young University. Keith's effort to find part-time employment for BYU's rapidly growing student body, and career employment for graduates, required a major marketing campaign. He joined business clubs, the Chamber of Commerce, spoke on the radio, and systematically visited businesses, and government agencies, first locally, and then in major Western metro areas. He belonged to no less than seven regional and national Placement Associations. In 1955 he was elected President of the National College Placement Council, the top position in placement in the U.S., representing about 5000 recruiters from virtually all of the major universities, companies, and government agencies. This visibility did much to increase the number of employers recruiting at BYU.

Two projects were personally meaningful to Keith. In 1965 he started the National Placement Office for returning Peace Corp volunteers. Later he was part of a team tasked with visiting five disadvantaged, minority colleges to create or upgrade their Placement programs. He also gave workshops and consulted many Western colleges. In 1972 the scope of University Personnel was significantly expanded. In 1979 his position was elevated to Assistant Vice President. That year he also chaired a committee to elevate the personnel offices of other Church schools. In 1973 he led the development of a salary survey system that was used by other major universities throughout the West, and which helped BYU develop an important salary and benefit structure to compete for top professors. In 2008 he received the BYU Emeriti Alumni Special Recognition Award."

He also gave to the community with many years serving the Provo and then the Orem Chambers of Commerce; the Utah Committee on Aging; the State Committee on Productivity; the Utah County Consumer Credit Counseling; and the American Red Cross.

Keith was active in the LDS Church and served 13 years on the Church's General Board for the M.I.A. The Board helped develop Church youth programs and visited Stake Conferences throughout the U.S. with Church General Authorities. He also served as a High Councilor for a student Stake, and he served in various callings in his local Ward.

Despite a storied career, and significant Church and Community service, the great purpose of Keith's life was also the love of his life, Ruth Gates. They were married 55 years when she died in 2003. She suffered from significant health issues during much of their marriage, and he was a devoted and compassionate caregiver. His family always knew the two of them to be deeply in love. Their much-anticipated reunion overshadows any sadness of his passing.

Funeral Services will be at 11:00 a.m. on Saturday July 12, at the Cottonwood 11th Ward Chapel, 1830 East 6400 South, Salt Lake City. Viewings will be held Friday July 11 from 6:00-8:00 p.m. and Saturday July 12 from 10:00-10:45 a.m. at the ward chapel (Family Prayer at 10:45). Interment will be at the Larkin Sunset Lawn Cemetery 2350 E. 1300 S. Salt Lake City at about 12:30.