



Barbara C. Joseph

March 25, 1934 - March 11, 2019

Barbara passed away peacefully at Sarasota Memorial Hospital on March 11, just shy of her 85th birthday. Born in Chicago, Illinois, she is predeceased by her parents Segurd and Carol Strandberg of Chicago and her husband Martin Joseph. She is survived by a loving family.

Barbara grew up on the South Side of Chicago. She earned a BA in history from Mundelein College in Chicago, graduating cum laude and with departmental honors in 1956. Her first year out of college, she worked as a librarian for the Engineering Economics Department at Armour Research Foundation (now Illinois Institute of Technology) and she taught social sciences briefly at Hyde Park High School. From there, she pursued a career in market research working as a national field director for Elrick and Lavidge, Inc. She went on to work in marketing at Quaker Oats and then worked for market research consulting firms. A woman before her time, she spent two years working overseas; in Bangkok, Thailand and in Athens, Greece. In 1964-1965, she received an award from the Marketing Research Trade Association for the best field interviewing instruction.

Barbara married Martin Joseph in 1974 and moved to St. Louis where she worked as a real estate agent. In 1989, she and Martin moved to Vail,

Colorado where she devoted herself to volunteer work.

Barbara moved to Sarasota, Florida in 2004 becoming very involved in the community. It was at a military ball on December 12, 2010, that Barbara, then widowed, met Kenneth Martin, and they were together since. Barbara, a long-time member of St. Thomas More Catholic Church, was known to give help to all who needed it, and she was loved by everyone she met.

In lieu of flowers, please make donations to Tidwell Hospice located at (5957 Rand Blvd, Sarasota, Florida) or another charity of your choice.

Tribute Wall



“ *Barbara C. Joseph*

October 09, 2023 at 02:01 AM



“ *Barbara C. Joseph*

January 28, 2023 at 12:09 PM



“ *Barbara was a dear friend of my mother Ann Dickinson. She was a sweet heart, always lending a hand and more. It is sad to know that she has passed away. I too have beautiful memories of Barbara and my mother. She was loved by many. Rest in Piece Barbara and thank you for all you did for Ann at Glenridge! 🌸*
Fondly,
Nancy McKenna

nancy mckenna - January 27, 2021 at 09:00 AM