

# The DMA HALL of FAME (Past Inductees)



The Direct Marketing Association is proud to recognize the following outstanding leaders in the direct/interactive marketing industry as members of the DMA Hall of Fame:

Martin Baier	C. Rose Harper	Dr. Michael Otto
Eddie Bauer (1899-1986)	Max L. Hart	Ralph Lane Polk II (1882-1949)
Leon L. Bean (1872-1967)	Robert L. Hemmings	John H. Patterson (1844-1922)
Richard V. Benson (1921-1996)	Richard S. Hodgson	Stan Rapp
Jock Bickert	Henry Hoke, Sr. (1894-1970)	Leonard J. Raymond (1898-1985)
Ronald L. Bliwas	Henry Reed "Pete" Hoke, Jr. (1920-1998)	Robert D. Rodale (1930-1990)
Jan Brandt	Harry & David Holmes (1892-1959) (1890-1950)	Murray Roman (1920-1984)
Earle Buckley, Sr. (1897-1975)	William L. Howe (1927-1986)	Maxwell C. Ross (1914-1994)
Homer J. Buckley (1881-1953)	William North "Bill" Jayme (1925-2001)	Nat Ross (1904-2000)
Richard Cabela	Henry A. Johnson	Maxwell Sackheim (1890-1982)
John Caples (1900-1990)	L.U. "Luke" Kaiser (1902-1978)	Nicholas Samstag (1903-1968)
Robert B. Clarke (1928-1990)	Arthur Martin Karl (1910-1970)	Harry Scherman (1887-1969)
Albert Leslie Cole (1894-1989)	Cornelius F. Keating	Victor O. Schwab (1898-1980)
Robert Collier (1885-1950)	Robert D. Kestnbaum (1932-2002)	Richard W. Sears (1863-1914)
George S. Cullinan (1911-1963)	Miles Kimball (1906-1949)	Joseph M. Segal
Robert F. Dale (1915-1979)	Willard M. Kiplinger (1891-1967)	Frederick J. Simon
Morris S. Dees, Jr.	Lewis Kleid (1907-1984)	Edward C. Smith
Robert F. Delay	Donald M. Kuhn	Emily F. Soell
Reuben H. Donnelley (1864-1929)	W. Howard Lester	Edward J. Spiegel
Martin Edelston	Herschell Gordon Lewis	Robert Stone
Alvin Eicoff (1922-2002)	Thomas J. Litle	Lester Suhler (1909-1977)
Andi Emerson	Jim Kobs	John F. Temple
Lee Epstein	Miriam Baker Loo (1914-2000)	Robert J. Teufel
Stanley J. Fenvesy (1918-1994)	Joan D. Manley	Joan Throckmorton (1932-2003)
Manny Fingerhut (1914-1995)	Edward N. Mayer, Jr. (1909-1975)	Angelo R. Venezian (1912-1985)
Dave Florence	O.E. McIntyre (1888-1967)	Lillian Vernon
J. Wendell Forbes (1923-1999)	Harold E. Mertz (1904-1983)	Dewitt Wallace (1889-1981)
Thomas S. Foster (1929-1996)	Murray Miller	Aaron Montgomery Ward (1843-1913)
Benjamin Franklin (1706-1790)	Charles D. Morgan	Walter H. Weintz (1916-1997)
Jonah Gitlitz	David Ogilvy (1911-1999)	Charles Williams
Leon A. Gorman		John Howie Wright (1872-1957)
Gordon W. Grossman		Lester Wunderman
Jerome S. Hardy (1918-1992)		John Yeck (1912-1999)

The DMA Hall of Fame was established in 1978 as a permanent recognition of individuals who have contributed significantly to the field of direct marketing. It is perhaps direct marketing's highest honor, given "to an individual who has made a major contribution to the theory and/or practice of direct marketing."

A Committee of Judges, distinguished people in the direct marketing field, review the accomplishments of individuals who have been suggested for consideration. The Committee then makes nominations for review by the DMA Board. The awards are presented at DMA's Annual Conference held each fall.

When the Hall of Fame was established, special arrangements were agreed upon to make 1978 a "catch-up" year. Fourteen individuals of outstanding achievement were selected to receive the Award in that year and one additional recipient was named in 1979. From 1980 through 1991, the DMA Board approved the naming of up to two Award winners each year, one posthumous and one living. In 1992, the DMA Board approved increasing the number of Award winners to up to two in each category. Effective 1998, the DMA Board approved a change in the selection process so that The Committee of Judges can allocate up to four award winners in either of the two categories — living and posthumous — as appropriate.

Candidates do not necessarily have to be members of DMA. Any Association member may request nomination forms by contacting DMA.