

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

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.