

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