

## **Cheryl Bagdan In Memoriam**

Cheryl Bagdan will be remembered for her enthusiasm for her family, her industry and for her life.

Cheryl Bagdan was a valued member of the direct marketing community for over 20 years. She brought her experience and enthusiasm from her position at Berkley Publishing to Leon Henry Inc. in 1986. In addition to her full-time sales role as a Senior Account Executive at Leon Henry Inc., Cheryl edited press releases, wrote for the direct marketing trade press and managed convention display activity. She often brought her daughters, Caitlin and Shelby, to the office. As the years passed, Cheryl astounded all with the energy and time she devoted to her local school board.

In 2004, Cheryl changed positions and joined Statistics as a Senior Account Executive in their Brokerage Division. In a 2006 broker profile for DIRECT, Cheryl talked about her preference for working with start-ups and companies that had not previously rented lists. Clients new to list rentals are the most challenging and receptive to brokerage consultation, she said.

Cheryl also had great enthusiasm for downhill skiing and an affection for vacationing in Cape Cod with her family. Cheryl Bagdan is survived by her husband, Scott, and two daughters.