

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
invites you to attend its meeting, on Wednesday, Feb. 27, 2013.
First Presbyterian Church, Lafayette Pl., Greenwich.***

PAUL PAULSON

ADVERTISING: THE GOOD, THE BAD AND THE UGLY



If you think advertising doesn't work, consider the millions of Americans who believe that yogurt tastes good. Good times, bad times, there will always be advertising; in good times people want to, in bad times they have to. We are all convinced that one-half of advertising expenses is wasted; we just don't know which half.

And so on. Americans have a love-hate relationship with advertising. Just remember how much we spend on political advertising, and how pervasive/intrusive it has become in our lives.

Our next speaker, Paul Paulson will introduce us to the belly of the beast, the inside world of advertising. Mr. Paulson's career reads as a who's who of Fortune 500 clients. He was Managing Director and Member of the Board at Compton Advertising, where his major responsibility was managing the Proctor & Gamble account, which included Tide detergent, Ivory Soap, and Duncan Hines Cake Mix.

He was recruited from Compton to Doyle Dane Bernbach as President and Member of the Board. Doyle Dane was the eighth largest agency worldwide and had 39 client companies including American Airlines, Polaroid, IBM, Citicorp, Avis, Hershey's, Strohs, and Volkswagen. Doyle Dane was noted for the creativity of its advertising, many of which are in the Advertising Hall of Fame.

He left Doyle Dane to start his own agency—Isidore & Paulson where he was President and CEO. Its clients included General Foods, Mobil Chemical, Princess Hotels, Suntory Spirits, American Home Products and Rorer Pharmaceuticals. After selling his agency he formed Paulson & Company Marketing Services, Inc., a marketing and consulting firm.

He earned his M.B.A. from the University of Pennsylvania's Wharton Graduate School of Business. He was past President of the Wharton Club of NY, and a member of Ohio State President's Advisory Council. He has authored "Fundamentals of Consumer Goods Marketing", and served as a US Naval Officer.

RMA members and their guests should arrive by 9:45 AM for our full meeting. The general public should plan to arrive at 10:45 AM. Meetings are held at the First Presbyterian Church, Lafayette Place, Greenwich. No Charge and No Reservations are required. Questions about any of the above, call Bernard Schneider, 203-698-2558; bgsesq@gmail.com.