

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)  
invites you to attend its meeting, on Wednesday, Jan. 8, 2014.  
First Presbyterian Church, Lafayette Pl., Greenwich, CT.  
KENNETH ROMAN, FORMER CEO OF OGILVY & MATHER  
DAVID OGILVY, THE KING OF MADISON AVENUE***



You want to know more about a man who said: “Don’t bunt. Aim out of the ball park. Aim for the company of immortals.” and “Never write an advertisement which you wouldn’t want your family to read. You wouldn’t tell lies to your own wife. Don’t tell them to mine.” David Ogilvy is widely hailed as “The Father of Advertising”, and his lessons and insights continue to influence. In 1949, with \$6,000 to his account, he founded Ogilvy Benson and Mather, built on the

principle that the function of advertising is to sell and that successful advertising for any product is based on information about the consumer. Among his iconic advertising campaigns were: “The man in the Hathaway shirt”; “Only Dove is one-quarter moisturizing cream” and “Schweppervescence”. His advertising philosophy followed basic principles: creative brilliance, research, actual results for clients and professional discipline. (“I prefer the discipline of knowledge to the anarchy of ignorance.”)

“The King of Madison Avenue, David Ogilvy and the Rise of Modern Advertising”, written by Kenneth Roman, former Chairman/CEO of Ogilvy & Mather Worldwide, reflects his personal insights gained by being a colleague of Ogilvy for over 25 years, and paints a broad picture of the industry’s evolution. This intimate portrayal makes clear Ogilvy’s inspiring leadership of his agency and his convictions about what makes for effective advertising, as well as his brilliant personal salesmanship in winning new clients. The book is an introduction to the business itself by and how it has been conducted, by someone who has lived the experience.

In 26 years with the agency, Mr. Roman built its multinational clients (Unilever, American Express, General Foods), expanded its global network (first agency into China and Russia), and helped grow its creative reputation. After O&M, he was a corporate executive with American Express, senior adviser to Price Waterhouse, and served on the Boards of Compaq Computer, Brunswick and Gartner, among others. A graduate of Dartmouth College, he lives in New York and vacations on Nantucket. He plays racquet sports and golf, and regards gardening as a competitive sport.

**Our business meetings begin at 10, and our speakers are scheduled for 10:30. No Charge, and No Reservations are required. For additional information, call Bernard Schneider, 203-698-2558; bgsesq@gmail.com. Additional information about the RMA and its speakers can be found on our web site, greenwichrma.org.**