

# DM NEWS

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## Let More Women Into the DMA's Hall of Fame

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Several months ago, Stevan Roberts, president of Edith Roman Associates, penned an article on women in the Direct Marketing Association's Hall of Fame. I could not agree with him more. However, I would like to point out that C. Rose Harper was inducted in 1985. I did not know Florence Leighton, and I have never had the privilege of meeting Edith Roman, Mr. Roberts' mother.

I'd like to note some contemporary ladies who mentor and teach in the direct marketing community to this day: Margaret Raven-Ginns, List Process Management; Fran Green, American List Counsel; Rosemarie Montroy, Direct Media; and Linda Weintraub, RMI Direct Marketing.

I'm sure that there are others also deserving of this honor, and I may be forgetting some people, so please forgive me.

Each of these women's professionalism and courtesy far exceeds normal business expectations. I am truly honored to call them business associates. I do not understand how the committee can have a shortage of nominees every year, because every time I write, I can think of a half-dozen people or so, off the top of my head, who should be inducted. Maybe they should let the ladies into the club.

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