



## William Mayer

December 31, 1969 - July 24, 2011

Obituary of William Mayer  
Mr. William P. Mayer, age 83, a former advertising executive died Sunday, July 24, 2011 in Ocala, Florida. Mr. Mayer was Vice President of Campbell-Ewald Company and D'Arcy/Mac Manus advertising agencies in New York and Detroit, where he supervised the advertising accounts of United Delco, United Aircraft, Champion Paper, the Bendix Corporation and Rockwell International. A resident of Miami, Florida for 22 years, he was President and CEO of the marketing consultant firm, Marketing Directions Inc. He retired and moved to Rainbow Springs in Dunnellon, Florida in 1994. He devoted much of his time as a volunteer for Hospice of Marion County and received the Cartright Award, the highest award given to their volunteers. He is survived by his loving wife Beverly; daughter Kathleen M. (Fred) Monacelli; son Mark W. (Lucy) Mayer; grandchildren Erin Mayer, William J. Mayer and Lauren Monacelli. In lieu of flowers please make a donation to Hospice of Marion County.