



## **Richard Sargeant "Dick" Hodgson**

**October 18, 1924 – January 26, 2006**

Born on October 18, 1924 in Breckenridge, Minnesota, Dick spent most of his early life exploring the wilderness of Minnesota and North Dakota. He attended grade school in Breckenridge and the North Dakota State School of Science (NDSSS). After school, Dick enlisted to serve in the U.S. Marine Corps in 1943.

During his basic training, Dick studied at Gustavus Adolphus, Western Michigan University, and Northwestern University. Dick served seven years of active duty during World War II and the Korean War. He

remained in the Reserves until he retired as a lieutenant colonel in 1968. Dick was proud to serve in the U.S. Marine Corps as a combat correspondent in northern China and as a radio-television chief at Marine Corps Headquarters in Arlington, VA.

Before joining the Marines Dick was operating his own lettershop and advertising services in Breckenridge. Between tours of military duty, Dick would serve as a public information director at his alma mater NDSSS. He also served as a visiting instructor at NDSSS, University of Chicago, and many other U.S. colleges and universities.

After serving Dick settled down in Westtown, PA and became vice president and creative director at Franklin Mint in 1972. Three years later in 1975, he founded his company, Sargeant House, which provided direct marketing consulting and catalog development services to leading firms throughout the world. Dick was eventually inducted into the Direct Marketing Hall of Fame in 1998. He received numerous other awards as well during his tenured marketing career.

Outside of his marketing career Dick was a member on multiple boards. He was devoted to many church and community activities. Dick served as president on The Rotary Club of Westtown-Goshen, edited the club's newsletter for many years and was president of its Foundation. He was honored by the club with a Lifetime Achievement Award in 2004.

Alongside his wife, Dick read weekly to students at Penn Wood Elementary in its Winners Walk Tall program for many years. He was also involved on a national level with Focus on the Family and the Family Research Council.

Richard Sargeant "Dick" Hodgson passed on Thursday, January 26, 2006 at the age of 81. He is survived by his beloved wife of 54 years, Lois, at home in Westtown; and their four children, Sue and husband Steve Rolfing and children Kate and James, of Columbia Falls, Mont.; Steve Hodgson and wife Laurie, of Vernon Hills, Ill.; Scott Hodgson and wife Diane and children Jonathan, Joshua and Jesse, Carbondale, Ill.; Lisa and husband Jeff Balch and children Carolyn and Jay, Westtown; and his sister Peggy and husband Donald Frost, Sioux Falls, S.D.

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