

## **OBITUARY**

### **Patricia Wood Rosengren, Founder/CEO, Huntington Association Management & Marketing, Pasadena**

Patricia Wood Rosengren, head of longtime Pasadena-based firm Huntington Association Management & Marketing, passed away at home Saturday evening, September 2, following a short and valiant battle with pancreatic cancer. She was surrounded by family.

Pat is survived by her three children, Thomas (wife Nicole), Julia and Peter. She also leaves six adored grandchildren, Weston and Hunter (Thomas), Sienna and Jordan (Julia) and Claire and Ryan (Peter).

Pat was born in 1948 in San Diego to Leo Miles Wood, an aerospace design engineer, and Jayne Eleanor Sherman. She was later joined by a brother, Roger, who predeceased her. The family moved to Claremont in 1972.

Pat felt her father's supportiveness from an early age. She remembered him handing her articles on women business leaders (a rarity in those days) and assuring her she could be anything she wanted to be. "I clearly inherited his Type A makeup," she observed. "It's in my DNA."

At 15, coming home after a date, she found her mother distraught and her father dead of a stroke at 51. It was the turning point in her life. Pat remembered wondering how her mother would support two young children at a time when few women worked outside the home. Pat vowed she'd never be dependent on anyone for support—and started fulfilling that promise immediately.

Skating past minimum age requirements, she got her first job in retail—the field that was to define her career. In three-and-a-half-years, she earned a BS in Marketing at Cal Poly Pomona with a minor in art. "Everybody else went to Woodstock," she grinned.

Her first postgrad job was at May Company Southern California, where she found she loved the fast-moving atmosphere and meeting other people like her. After a brief time away with nationwide direct marketing company Leni, Inc., she returned to SoCal and Bullock's, where she supervised all direct mail, newspaper, radio and TV advertising. But others were calling. CBS-TV was eager to cultivate its retail advertisers, and reached out to her to head their retail division.

Then it was back to May Company as VP/Director of Advertising, with a staff of thirty and a \$38 million budget. The company soon sent her to St. Louis as Assistant Ad Manager for its Famous Barr chain, reporting to the CEO. While there, a headhunter approached her about the Senior VP Marketing position at Gimbels in Philadelphia, with both administrative and creative oversight of all media, publicity, special events, point of purchase materials, packaging, logos and more. She was off.

By this time, she'd met and married fashion photographer Jerry Rosengren. He adopted Thomas and Julia, and the couple added baby Peter to the family. She was also getting tired of chasing brass rings around the country, and began thinking of something more permanent. After a brief stint as VP/Director of Client Services for the full-service agency, Retail Services, she purchased the assets in 1986 and started her own fledgling marketing company in the basement of their home. She returned to Claremont, CA, after her mother passed away and rebranded Retail Services as Huntington Advertising & Public Relations, later renamed Huntington Marketing. The first office was in the City of San Marino; it was relocated to Pasadena in 2017.

While starting her own marketing business, Pat also drew on her lifelong love of historic textiles to launch Pillow Talk Direct, an online retailer featuring decorative pillows made from high-end vintage fabrics. In addition to being sold online, the creations are carried by nine designer showrooms across the country. Each pillow was handmade by Pat herself. "Nobody else could get the corners right," she explained.

When the recession left retail reeling, Pat drew on her years of experience with associations and rolled out a new division, Huntington Association Management, offering proactive management and marketing for associations and a resource center for nonprofits. This reenergizing move was aimed at promoting the ongoing success of the company.

During her private time, hands-on art was always a vital part of her life. A skilled and degreed fine artist who'd painted since childhood, her favorite moments were surrounded by grandkids wrapped in worn, oversized shirts, happily creating colorful multimedia masterpiece under her admiring eye. Those moments will keep her memory alive forever.

A private Celebration of Life is being planned. Donations in Pat's memory can be made to Catalina Conservancy (<https://catalinaconservancy.org/>). If you'd like to send a card to her family, please mail to the address below.

Huntington Association Management  
Attn: Rosengren Family  
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