

M Monthly Marketing Morsels

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JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

COMMUNITY INVOLVEMENT

Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee

Winner of General Frank Smoker Beyond the Call Award
Ambassador of the Year

Community of Lebanon Association

Former Board Member (15 years)

Businessperson of the Year

Lester Leffler Community Service Award

Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

Compeer of Lebanon County

PR volunteer

The Anne Fund

Sports Memorabilia Auction PR

Ithaca College

Former Board Member

Edgar "Dusty" Bredbenner Distinguished Alumni Award



We Plan. I Write. You Win.

Call Jack Cantwell at SkyLimit Marketing
717-269-0288 for a free consultation.
You can also email jack@skylimitmarketing.com
or visit www.skylimitmarketing.com

90 YEARS ON EARTH



Who knew that when I was a kid growing up in Brooklyn, New York, during the Great Depression and World War II, I would someday tell you I am possibly the oldest working Marketing Professional in America as I pass my 90th birthday on May 6, 2024. I feel truly blessed to say that.

Since this one-page column is about "**Marketing Morsels**," I will stick to that topic, skip my (also blessed) life story, and save it for another day and time. So here are a few tidbits I share from a professional career that commenced when I graduated from Ithaca College in the spring of 1960, clutching my BS in TV/Radio with a minor in Business. Today, we would call it Integrated Marketing Communications (IMC), now an actual Major at Ithaca College. I was honored to consult with Park School Dean Tom Bohn when the IMC Major was developed.

My exposure to marketing started at age eleven when my Brooklyn Eagle paper route taught me skills like money management, business development, and customer service; a correspondence course in psychology, while I served in the Army Security Agency in Korea, helped me focus on the value of how important it is to understand human motivation as a first step in developing marketing strategy.

God led me to career experience in media (WLYH-TV, Lebanon), big agencies (BBDO, Arnold Boston), Corporate Marketing (Papa Gino's Restaurants, Mailboxes, Etc.), and International Marketing (Simon Marketing). I had client relationships with McDonald's (25 years), John Hancock, several major banks, and more. This diverse experience has sustained me as a one-man marketing professional at SkyLimit Marketing for the last 25-plus years. I have blended work for paid clients and pro-bono projects for good causes. It is important to "*give back*."

On the radar is my photo on the Smucker's Jar on the TODAY Show. I must wait another ten years for that one. God willing, I will keep busy in the meantime.